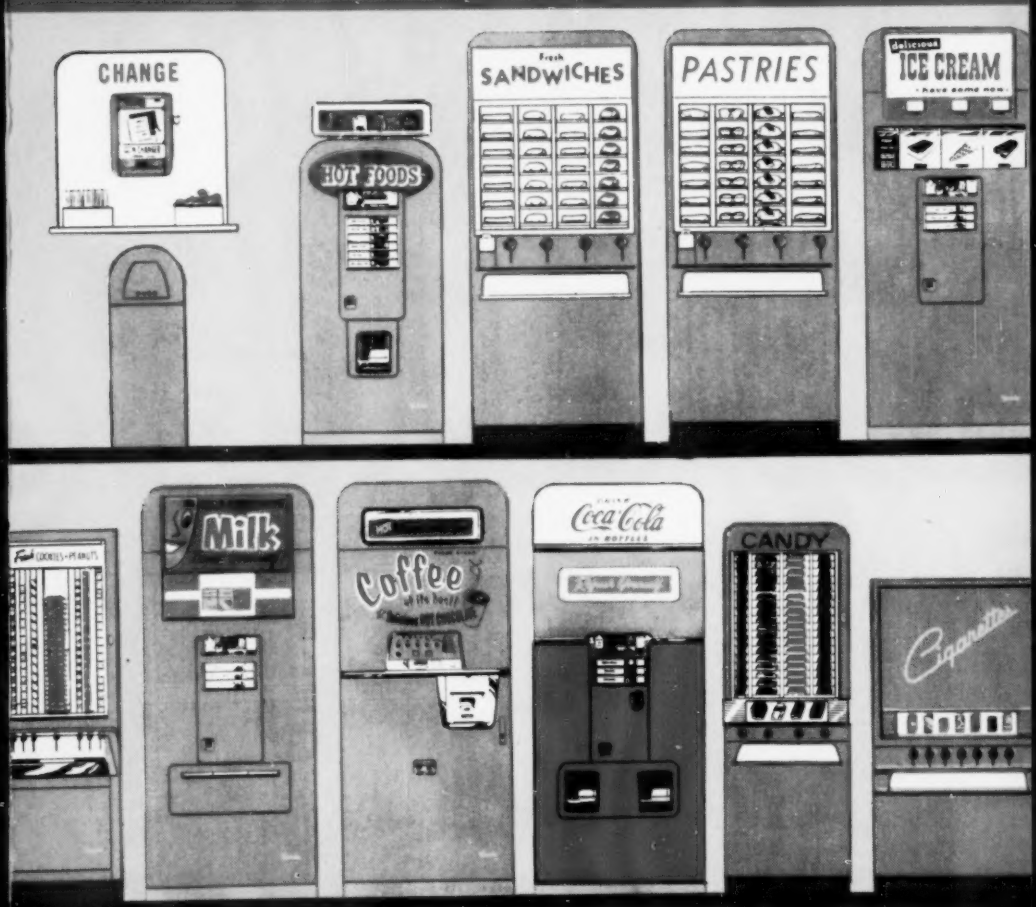
July 1958

The Office

Magazine of Management · Equipment · Methods



SEE NEW REGULAR FEATURE . . . page 5

THE

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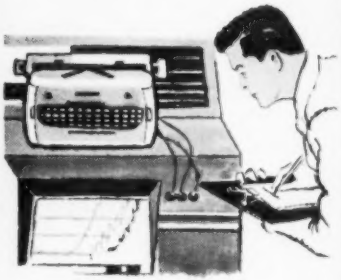

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For More Information Circle No. 234

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For More Information Circle No. 242

The Office
Magazine of Management · Equipment · Methods

JULY, 1958
VOL. 48, NO. 1

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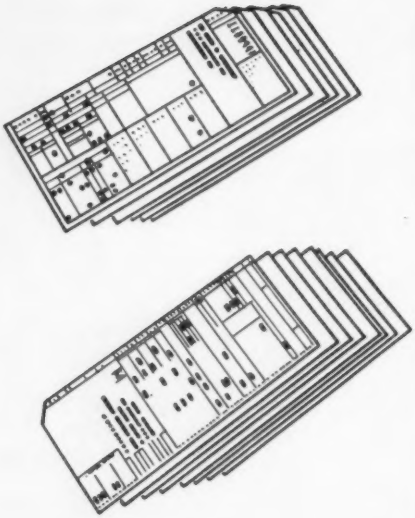
CIRCULATION OF THIS ISSUE OVER 49,000



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The Office PRODUCT INDEX

This index, prepared for your convenience, lists the products and services advertised in this issue. Refer to pages listed for information on each. Further details can be had by writing manufacturer direct, or by use of reader inquiry card. **All numbers below refer to PAGES. Reader inquiry card numbers are at the bottom of individual advertisements.**

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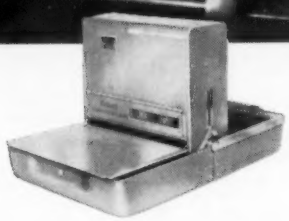
how just one application of **procedural microfilming*** can save **one** hour a day with the low cost



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FLOFILM 9600—first microfilm camera specifically designed for "Procedural Microfilming."

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This application of "Procedural Microfilming" eliminates 75% of the time and 100% of the tedious hand copying in the preparation of the daily check register!

For free copies of "Procedural Microfilming" and "An Introduction to Microfilm" attach coupon to your letterhead and mail today.

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☐ *Manual of "Procedural Microfilming"*

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Company _____
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For More Information Circle No. 265

How Much Time Must You Save To Justify Cost of New Equipment?

THE TABLE on the opposite page indicates the amount of daily time savings (in minutes) which, if actually realized, would justify the purchase of office machines and equipment. The cost of equipment is listed at the left in amounts from $100 to $2000. Across the top of the table are the weekly and annual salaries of the employees whose time must be saved.

The table is based on 250 eight-hour days or 2000 working hours a year with 10% per year for depreciation of equipment. (No allowance for the tax portion of cost.)

For the daily time saving required to offset equipment cost for other depreciation periods, and also allow for the tax portion of the cost, multiply the number of minutes in the table opposite by the appropriate figure below:

DEPRECIATION PERIOD: YEARS	BEFORE ALLOWANCE FOR TAXES	AT 52% TAX RATE
10	—	.5
9	1.1	.5
8	1.3	.6
7	1.4	.7
6	1.7	.8
5	2.	—
4	2.5	1.2
3	3.3	1.6

The table opposite is an extension of one prepared by O. B. Lovell, controller, First National Bank, Madison, Wis., and published in the *Auditgram* by the National Assn. of Bank Auditors & Controllers.

Daily Time Saving Needed to Justify Equipment Cost

WEEKLY SALARY:	$38½	$48	$58	$68	$77	$87	$96	$106
ANNUAL SALARY:	$2000	$2500	$3000	$3500	$4000	$4500	$5000	$5500
EQUIPMENT COST	NECESSARY MINUTES PER DAY SAVING TO JUSTIFY EXPENSE							
$100	2	2	2	1	1	1	1	1
$200	5	4	3	3	2	2	2	2
$300	7	6	5	4	4	3	3	3
$400	10	8	6	6	5	4	4	4
$500	12	10	8	7	6	5	5	4
$600	14	12	10	8	7	6	6	5
$700	17	13	11	10	8	8	7	6
$800	19	15	13	11	10	9	8	7
$900	22	17	14	12	11	10	9	8
$1000	24	19	16	14	12	11	10	9
$1100	26	21	18	15	13	12	11	10
$1200	29	23	19	16	14	13	12	11
$1300	31	25	21	18	16	14	13	11
$1400	34	27	22	19	17	15	14	12
$1500	36	29	24	21	18	16	14	13
$1600	38	31	26	22	19	17	15	14
$1700	41	33	27	23	20	18	16	15
$1800	43	34	29	25	22	19	17	16
$1900	46	36	30	26	23	20	18	17
$2000	48	38	32	27	24	21	19	18

BASIS OF COMPUTATIONS: 2000 hours per year, 250 eight-hour days. 10% per year depreciation of equipment. (No allowance for tax portion of cost).

Honeywell Announces Major Scientific Breakthrough in Business Data Processing: ORTHOTRONIC CONTROL ...Available only on DATAmatic 1000

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Today, absolute accuracy in business data processing is taken for granted. Modern computers feature elaborate self-checking systems which detect errors before they can slip through. But correction of these errors takes time.

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This seemingly impossible achievement is the latest contribution of Honeywell research, a force which has already rocketed DATAmatic 1000 many years ahead in business data processing.

ORTHOTRONIC CONTROL is the name given to this revolutionary new concept. Coupled with DATAmatic 1000's acknowledged superiority in every aspect of reliability, ORTHOTRONIC CONTROL now insures uninterrupted accuracy throughout the processing cycle. Information which has been lost or damaged by any cause whatsoever is literally re-created in its original, correct form. Where other systems would stop and "ask" for human assistance, ORTHOTRONIC CONTROL takes over, does what needs to be done and keeps DATAmatic 1000 humming right along at record-breaking speeds.

This self-correcting ability has an obvious impact on the profit potential of any data processing application. It automatically eliminates the unproductive machine time that can occur when human intervention or machine reprocessing is needed to retrieve lost information or to bring garbled information back to correct form. ORTHOTRONIC CONTROL vastly multiplies the economic advantages already enjoyed by users of DATAmatic 1000.

Along with such exclusive features as "frequency modulation" recording, 3-inch wide magnetic tape, multi-tape searching modes and dozens of other scientific *firsts*, ORTHOTRONIC CONTROL enables DATAmatic 1000 to set still higher standards of performance in terms of processing speed, capacity, reliability and versatility.

If your company is considering a general-purpose electronic data processing system, don't make a move until you've investigated DATAmatic 1000 with ORTHOTRONIC CONTROL.

For full details, call or write DATAmatic Division, Dept. E7, Newton Highlands 61, Massachusetts.

Honeywell

DATAmatic

ELECTRONIC DATA PROCESSING

For More Information Circle No. 244

East Berlin Stationers' Plight Under a Communist Government

WILHELM KEKS*

WHEN THE PEOPLE of Berlin recovered from the stun of defeat and occupation, they began to probe in the ashes of the city for remnants of their former lives. The stationers were able to salvage a few packages of coarse, wartime paper, some file folders, some stamp pads, and some pencils only slightly chipped by bomb fragments. The envelopes were usually no good. When the firemen hosed down the air raid fires, the dampness sealed most of the envelope flaps. The average stationer in Berlin cleaned up his store, repaired the burned counter, nailed boards over the shattered front window and went back into business.

*Wilhelm Keks is a pen name of a former stationer and a resident of East Berlin.

Eastfoto

A modern, state-owned stationer's shop in East Germany.

While the stationers of Berlin were working to revive their businesses, the United States, Great Britain, France and Russia were dividing the city into four occupation zones. The average stationer was too busy with his own problems to pay much attention to the zone he was in. "Business is business," was his reaction.

In a short time the stationer who found himself in the Russian zone discovered that business was *not* business, or at least not business as he used to know it. The Russian occupation forces. and later the East German government under the promising name of German Democratic Republic, set out to remake East Germany in the image of Russia.

When a few supplies began to appear, the East German stationer found he could no longer get them from his old wholesaler. Most of the wholesalers had been replaced by an organization called *Deutsche Handels Zentrale,* the Red German government distribution center. All retail outlets

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For More Information Circle No. 235

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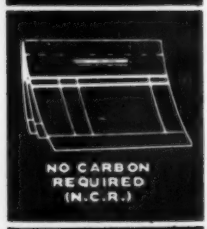

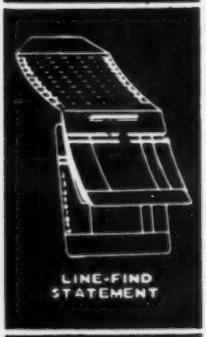

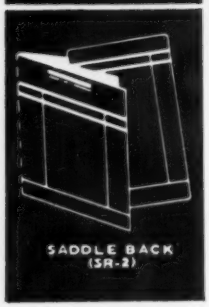

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Ft. Wayne: Superior Bus. Forms HA 2180
Evansville: H. E. Arnold HA 3-0222
Indianapolis: C. H. Arend CL 5-0420
Indianapolis: Indiana Bus. Forms WA 5-9857
Indianapolis: Norm J. Grauel CL 1-3272
Marion: Carl H. Bleke, Phone 282
Michigan City: Bodine Ptng. Co. TR 4-5288
So. Bend: Superior Bus. For. CE 3-5350

IOWA
Davenport: Fidlar & Chambers 3-8094

KENTUCKY
Lexington: Transylvania Ptng. Co. 2-7977
Louisville: Sam P. Stiles JU 4-7101

MAINE
Lewiston: H. N. George Co. 2-6634
Portland: H. N. George Co. SP 4-9681

MARYLAND
Baltimore: Better Bus. Forms PL 2-2350
Baltimore: D. N. Owen & Co. SA 7-0077

MASSACHUSETTS
Newton: Certified Bus. For. PE 2-5971
Townsend: New England Bus. Ser. TO 111

MICHIGAN
Detroit: G. Norman Brown TR 5-7973
Detroit: Industrial Printers LI 3-9594
Grand Rapids: Superior Bus. Forms GL 6-1087
Kalamazoo: Superior Bus. Forms FL 3-1649

MINNESOTA
Duluth: Modern Supply Co. RA 7-2441
Minneapolis: Arnell Bus. For. FR 7-1814
Moorhead: Steffens Ofc. Equip. 3-1736

MISSOURI
St. Louis: Brice Co. CH 1-3435
St. Louis: Jerome, Inc. JE 5-7677

NEW JERSEY
Laurel Springs: Lou Fink & Son 4-0082
Morristown: Service Bus. Forms JE 9-2959
Trenton: Bill Brown & Co. EX 6-9191

NEW YORK
Albany: Cooley Bus. Forms A-89-3137
Binghamton: Cooley Bus. Forms 4-3690
Buffalo: Buffalo Bus. Forms MA 0754
Buffalo: Chas. D. Zacher MO 6425
N. Y.: Cooley Bus. Forms MU 3-2690
N. Y.: Ecco Bus. Systems MU 4-0110
N. Y.: Printed Products Co. BR 9-8057
Rochester: Cooley Bus. Forms BA 5-9805
Syracuse: Cooley Bus. Forms GR 5-1606

NORTH CAROLINA
Greensboro: E. P. Geoghegan BR 4-2772
Greensboro: Key Bus. Systems BR 3-2150

OHIO
Akron: Stinaffs HE 4-2106
Cincinnati: Modern Bus. Forms GA 1-7111
Cleveland: Doan Ptng. Co. MA 1-7690
Cleveland: Kyman Bus. Forms SK 2-2768
Columbus: Stoneman Press CA 1-4311
Dayton: H. Pinkston BA 4-3332
Mansfield: Don Barr Assoc. LA 4-4311
Minster: Post Prtng. Phone 46
Springfield: Superior Bus. Forms FA 2-3035

PENNSYLVANIA
Pittsburgh: Craftsmen Bus. Forms TU 2-4547
Pittsburgh: Accounting and Bus. Forms LO 3-0314

TENNESSEE
Memphis: S. C. Toof JA 6-2271

VIRGINIA
Arlington: Carl D. Ford JA 7-7294
Staunton: McPherson Blair Assoc. 6-1856

WASHINGTON, D. C.
Murray & Heister NA 8-0987

modern

BUSINESS FORMS
MANUFACTURING COMPANY
333 WEST COURT ST., CINCINNATI, OHIO

For More Information Circle No. 297

got their stock from DHZ by government decree.

The stationer had a strong competitor, the state store, which didn't exist before the war; a competitor not only for customers, but for stock. If the DHZ warehouse had any stationery supplies, the state stores and state industries got priority. If anything was left it went to the private retailers.

This practice left the East Berlin stationer in a desperate situation. Although there was a heavy demand for stationery supplies, he couldn't get enough stock to last more than a few days each month. What little he got didn't bring in enough profit to buy food.

One East Berlin stationer, unwilling to sit idle and hungry most of each month, got some cases of home-made schnapps from his brother, a farmer, and traded them in West Berlin for some new Swiss fountain pens. With no advertising other than word-of-mouth, the pens sold rapidly. In East Berlin even word-of-mouth can be too effective. A fleshy, self-important man walked into the store, glanced around briefly and then deliberated over the black pens and the red pens. At last, he held up a black pen.

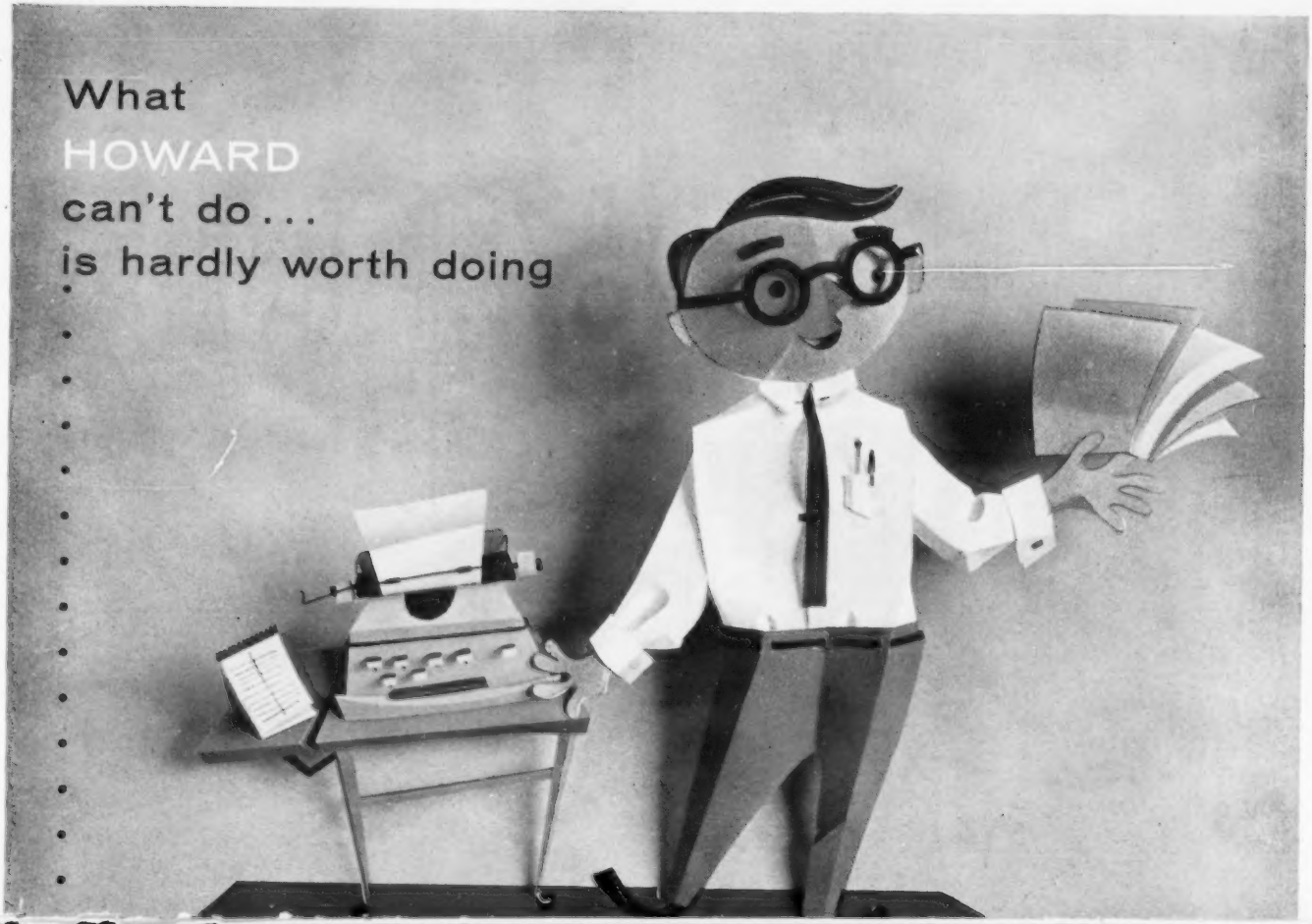
"I'll take this," he said and put it in his briefcase.

"That will be six marks, fifty," said the stationer.

"No, no," the man said, flipping open a credentials case. "I'm taking this pen as evidence. You are charged with violating the law of the East German government. These pens were not supplied to you by DHZ."

Because it was his first offense, the

For More Information Circle No. 367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Dayton, Ohio

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For More Information Circle No. 223

Everything is in the drawers—letter trays, phone, wastebasket, etc.

How to get a new outlook on work

This ingenious desk eliminates top clutter and drawer hodgepodge

It's remarkable how a clear desk top and orderly desk drawer interiors can give office people a fresh, new outlook on work. That's exactly what a Shaw-Walker "Clutter-Proof" Desk does.

The rewards are great—better work, faster, easier—and *working space on desk top is nearly doubled.*

How's it done? Fully 75% of the things that drift around on tops of other desks have a specific place *inside* this "*Clutter-Proof*" desk.

There are off-the-desk trays for incoming, outgoing and pending letters. Off-the-desk space for work-organizers, work-separators, deferred projects, tickler, binders, books, pads, forms, card lists. And—imagine this—there's even an in-drawer wastebasket and provision for in-drawer phone.

This Shaw-Walker "Clutter-Proof" Desk has an unparalleled record for work efficiency and space economy in offices of every size. See it at our local dealer or branch store or write for "Facts Folder" Shaw-Walker, Muskegon 14, Michigan.

"Built Like a Skyscraper"

SHAW-WALKER Largest Exclusive Makers of Office Equipment
Muskegon 14, Mich. Representatives Everywhere

stationer got only a 100-mark fine and a warning. Like most East German retailers he tried for a while to obey the law and sell only DHZ-supplied merchandise, but he and others found that they couldn't afford to be law-abiding in competition with the state-owned businesses. Most stationers now sell contraband West German goods, but they tremble every time an unknown customer enters their stores.

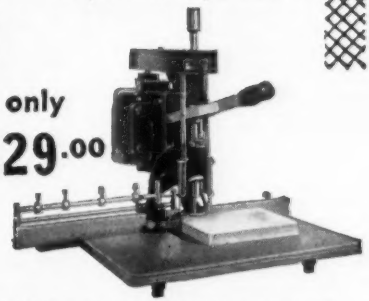
The East German Communist government not only rules on what the stationer can sell, it tells him how much he can charge for each item. The gross profit on all merchandise is fixed and ranges from 10% to 20%. After the stationer pays his operating expenses he has little left.

The owner of a stationery firm in East Berlin's Leipzigerstrasse thought that his business might improve if he covered up some of the old air-raid damage. He planned to finance the paint job by raising the price of carbon paper slightly. The price increase was discovered by a government trade inspector and a heavy fine was levied. The stationer couldn't pay the fine, so the Communist government took over his store and stock. It was reopened a month later, handsomely redecorated, as a government store.

Because the field of retail business is gradually narrowing in East Germany, about the only place an ex-stationer can get a job is in a *Volkseigene Betrieb*, or peoples factory. If, after a time, he doesn't prove himself an ardent Communist and a foe of free trade, he is fired and blacklisted.

In West Berlin, where trade went unhampered, the office supply business is

"My Spinnit Paper Drill Paid for Itself in 4 months,"
says small printer.



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For More Information Circle No. 308

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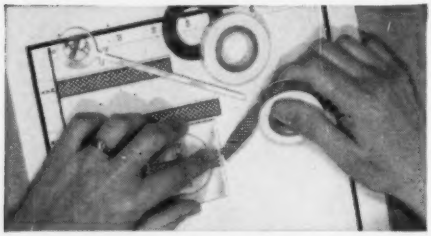
THE EASIER, BETTER WAY TO MAKE CHARTS AND GRAPHS



Save draftsmen's time — Chart-Pak pressure-sensitive tapes, precision printed with commonly used bars, lines, patterns and shapes, save hours of pen-and-ink drudgery.

(Tape No. 6223 1/16")

Better charts, quicker — Even unskilled personnel can, with very little practice, turn out really professional-looking charts.

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Facilitate changes — No messy erasing and re-drawing . . . just lift Chart-Pak Tape and replace it. Chart-Pak charts are reproducible by any standard method.

- Facilities for printing special patterns and symbols to order; precision tape-slitting to special sizes.

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This coupon border made with Chart-Pak Tape

For More Information Circle No. 302

prosperous and progressing steadily. The shop windows and display shelves show such a variety that it is hard to believe that 13 years ago the economy was crushed.

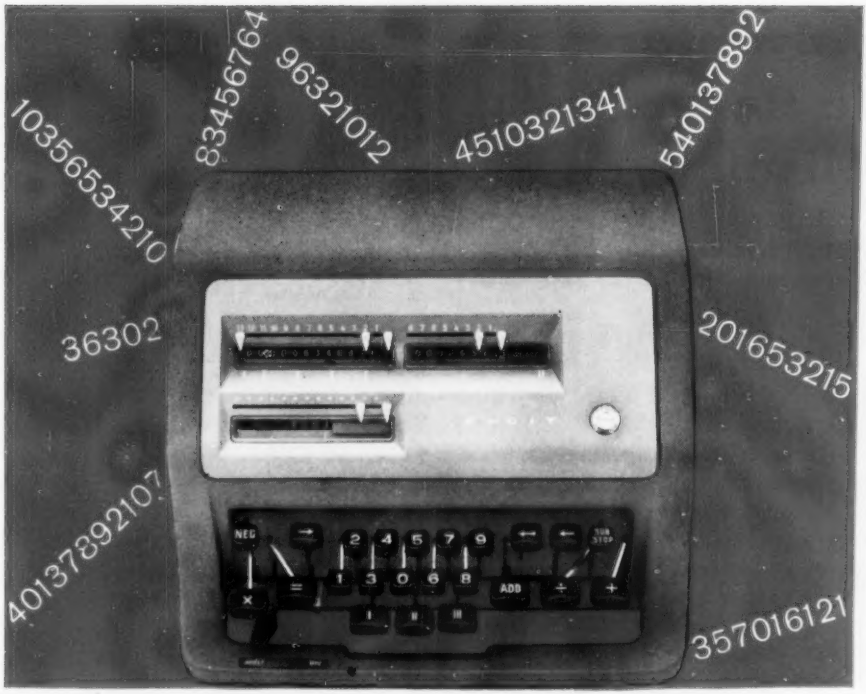
In East Germany, however, the economic administrators are gradually regulating the retail stationers out of existence. As soon as the trade adapts itself (with fewer numbers) to a recent ruling, it is confronted with another one. For instance, several firms which existed on the business from small offices in their districts, went bankrupt when it was decreed that only government stores would sell typewriter, duplicating and writing papers.

Because so many businesses and industries have been nationalized and must buy their supplies directly from the state distribution centers, one of the large pre-war sources of business for the stationer has vanished. Many of the surviving East Berlin stationers now exist on the sale of picture postcards to tourists.

Titles Overemphasized Says Records Manager

Sir:

Your editorial "As We See It" in the June issue is a "lulu." It says something that should be said. I congratulate you on hitting the nail on the head. I sometimes have had the feeling, in the associations of which I am a member, that the aim of organization has become "title passing around" and the invention of multi-syllabic words to describe simple and fairly insignificant systems and relationships. A copy of the editorial should be mailed to every office manager, systems analyst, etc., in the country. It might sweep away a lot of the deadwood. — WILLIAM L. ROFES, Records Manager, Olin Mathieson Chemical Corp., New York.



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For More Information Circle No. 217

Adventures In Records Mismanagement

ROBERT W. GARRISON, Records Management Research, New York

Corporate records are often stored like this by otherwise efficient firms.

MANY PEOPLE think that as a records management consultant I lead a quiet, uncomplicated life shuffling through yellowing papers in the peaceful corners of file rooms. I've done that, but I've also worked all over America in warehouses, basements, lofts, Quonset huts, waterfront piers, laboratories and even in a vacant lot.

I inventory and evaluate records and then set up a records management pro-

SOUND ENGINEERING

Quiet Teletypes, Flexowriters, and Key Punches

Since you wouldn't drive a car without SHOCK ABSORBERS then why let your NERVOUS SYSTEM absorb shock resulting from OFFICE MACHINE NOISE?

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Title .....
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For More Information Circle No. 219

Don't break your back digging up buried information!

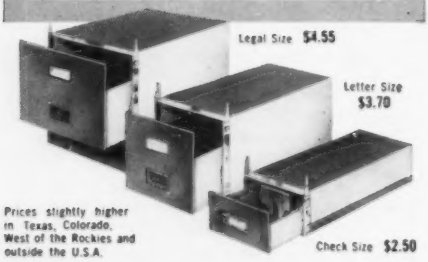
LOCATE YOUR RECORDS EASILY—No more fussing and fuming. With Pronto files your records are as active as your regular files.

BEAUTIFUL APPEARANCE—Finish in attractive olive green to match your regular office files.

STURDY CONSTRUCTION—Built of 275 lb. tested corrugated fibre board . . . reinforced with steel on the shell and the four corners of the drawers as well.

SAVE FLOOR SPACE—Prontos are constructed to interlock into solid units and stack as high as the ceiling.

PRONTO STORAGE FILES



Prices slightly higher in Texas, Colorado, West of the Rockies and outside the U.S.A.

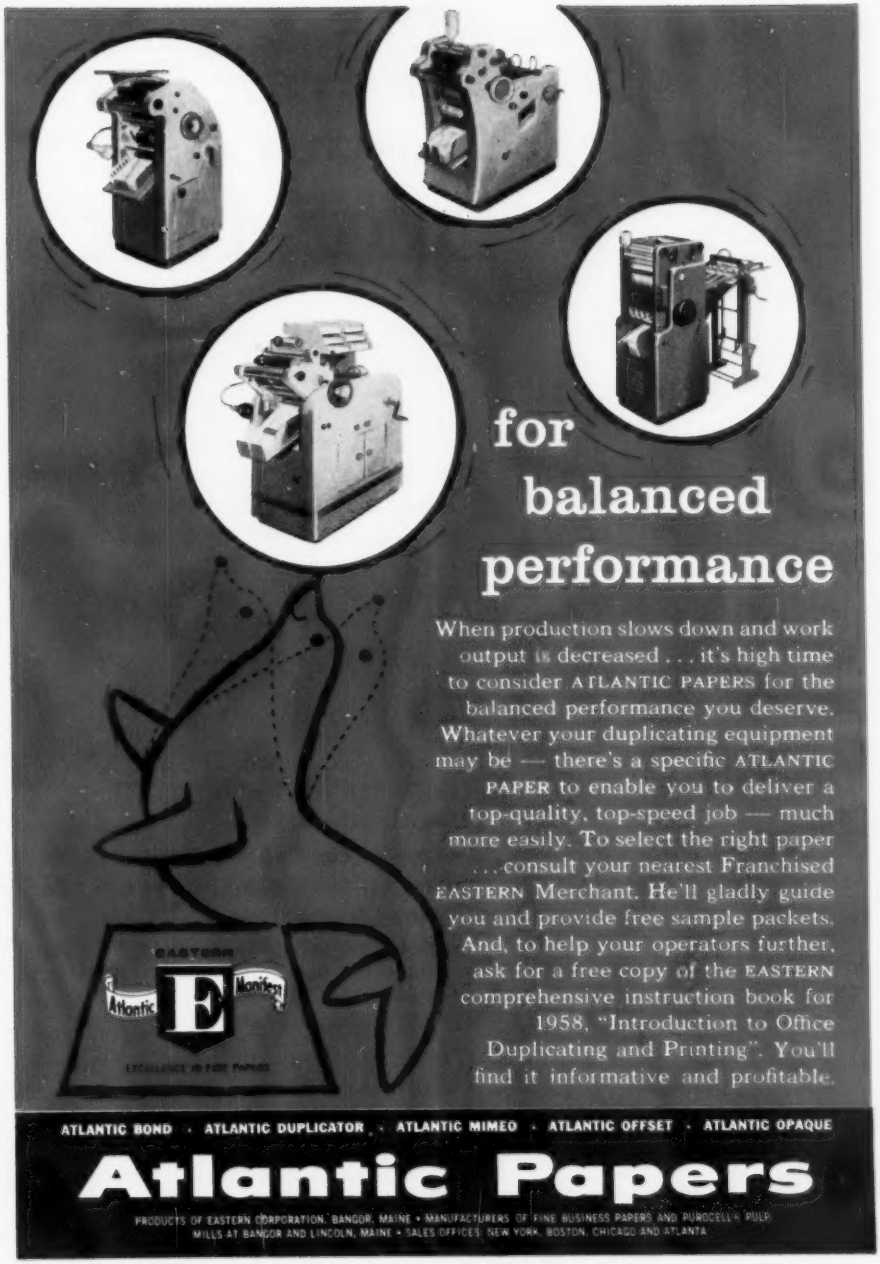
PRONTO FILE CORPORATION
415 MADISON AVENUE, NEW YORK 17, N.Y.
For More Information Circle No. 313

gram for reports, forms, record centers and retention and destruction. In doing that I've turned up enough extraneous material to open a pawnshop and make a start on a cemetery. In several years of exploring records systems I've found shirts, medicines, stockings, whiskey, eyeglasses, handkerchiefs, machinery, soap, shoes, tinned fish and the ashes of an American merchant seaman who died in Durban, South Africa, of a mysterious fever.

A shoe company stored its sales slips in shoe boxes.

From the personnel in all the offices I've worked in I've probably heard as many troubles, grievances and hopes as the average bartender or psychiatrist. As soon as my staff and I begin work in a firm the employees see us as possible allies in office politics. People at all levels in all fields, even the maintenance men, come to us with problems. Because we always stay neutral, those who fail to win us over assume that we're in the enemy's camp.

Life is interesting and profitable for



For More Information Circle No. 224

THE FACTS ABOUT copy-fax*

Proved the best reproducible ball pen ink for copying machines

It's true. Copy-Fax Ink was awarded the highest rating in the latest copy-ability study. Its hi-fidelity reproduction quality gives you picture-perfect copies. Every line you write is copied in the sharpest detail . . . ends "fade outs" and missing lines.

Ask your stationery supply salesman for a "picture-perfect" test of Copy-Fax.

Blue, red, black, and green Copy-Fax Ink available in the four best sellers:

- **Copy-Fax Pen, Medium & Broad Points 59¢**
- **Fills-Any Refill, Medium Point 49¢**
- **Retractable Pen, Medium Point $1**
- **Visible Ink Refill, Medium Point 49¢**

Order from stationer or direct, giving stationer's name and address

*TRADE-MARK, MICROPOINT, INC.

MICROPOINT, INC. SUNNYVALE, CALIF.

Creator of advanced writing instruments

For More Information Circle No. 227

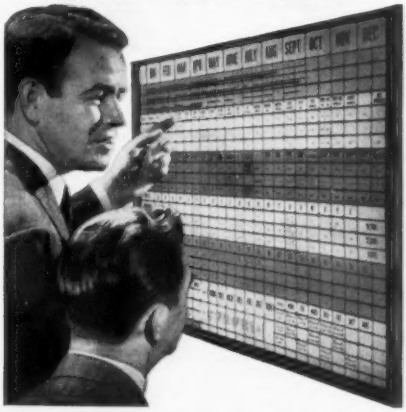
me, because so many firms don't know what to do with their records systems. Like a man with a tiger by the tail, they hate to hang on, they're afraid to let go and they're not in control. The result is often a fascinating mess. For instance, one large manufacturing firm was so overrun with records that it had to form a subsidiary corporation to administer them.

A large paint company simplified its records storage system with this well arranged equipment.

The most impressive case of swollen files I ever treated was a large rubber company's collection of 23,386 cu. ft. of records. (That's just about the number of cubic feet in a two-story house 40 ft. long and 30 ft. wide.) This ocean of paper had overflowed not only onto the floors of the storage area, but onto an adjacent vacant lot. Two large piles of records were sheltered from the rain by tarpaulins. Rows and rows of file cabinets were insufficiently identified. The records of several subsidiaries were

(Continued on page 170)

How To Get Things Done Better And Faster



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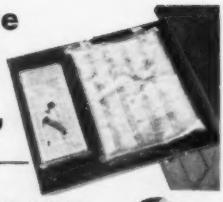
For More Information Circle No. 317

Do You Have "DESK-SHELF MESS?"



clean it up with a

VISO-DESKPLATE

Be rid of dirty, taped and torn sheets on your desk shelf! The new heavy gauge plastic Viso-Deskplate keeps calendars, schedules, phone lists neat and clean.

Crystal clear—smooth to write on—unbreakable. Dirt or ink spots easily wiped off. Self-sealing hinge—just lift front edge to change material. Standard size 12½" x 15"—special sizes on request.

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For More Information Circle No. 301

NEW Books

GUIDE TO AMERICAN DIRECTORIES FOR COMPILING MAILING LISTS. B. Klein & Co., 23 East 22nd St., New York 10, $15.

Contains latest information on over 2000 directories that can be used for compiling lists, 50% more than in the previous edition. Included in the description of each directory is the number of names contained, name and address of publisher, frequency of publication, type of list and price (many are free). Users of direct mail may cut costs by using the same sources for mailing lists used by mailing list houses. Businessmen can locate new markets to produce extra sales.

NOMA GLOSSARY OF AUTOMATION TERMS. National Office Management Assn., Willow Grove, Pa., 36 pp., $2.

Compiled to help establish a common understanding of the new language that has grown out of advances in the field of office mechanization. From "ac" (a suffix meaning automatic computer) to "zone" (a portion of internal storage allocated for a particular function), the glossary covers the terminology of the technological operations of automatic data processing.

PERSONNEL HANDBOOK. Edited by John F. Mee. Ronald Press Co., 15 East 26th St., New York 10, 1167 pp., $12.

A handbook of personnel and industrial relations which selects, digests and organizes for ready reference the best current practices in this field. It is designed for use by everyone concerned with policies, planning and day-to-day personnel work, whether in industry, business, government or institutions. It gives coverage to a wide range of subjects, including contract negotiations, and health and medical service.

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Proportional spacing (left, above) gives a narrow letter like "i" less space than a wide letter like "m", as in printing. Conventional spacing (left, below) gives equal space to wide and narrow letters.

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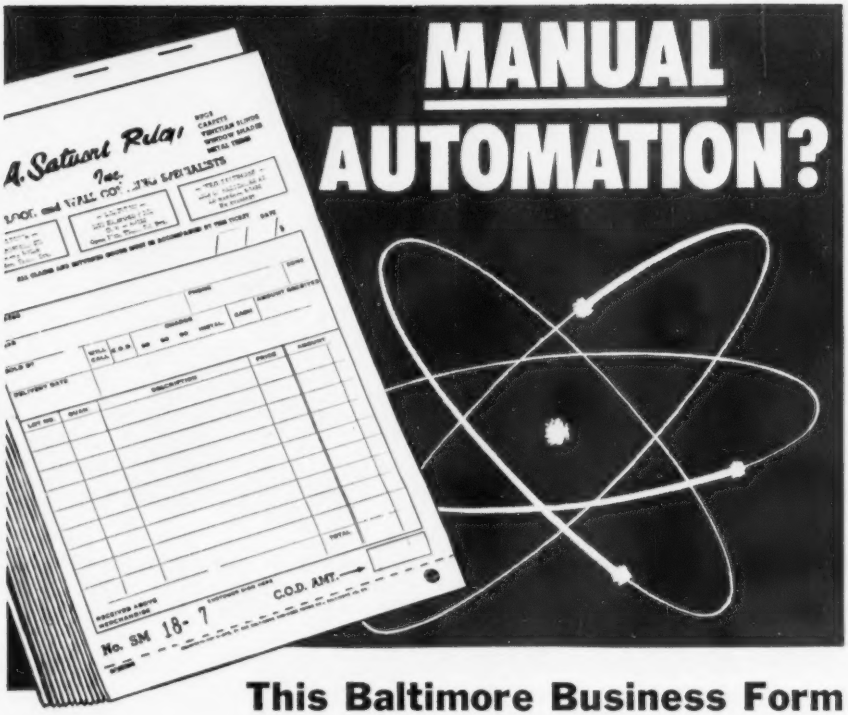

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NEW ADJUSTABLE XEROGRAPHIC HEAD

Makes the KENRO camera more useful than ever!

If you reproduce by xerographic methods or are planning to in the future, you can now count on the Kenro camera for making these exposures in addition to making regular line and halftone offset negatives. This gives you a complete camera department at very low cost.

The new xerographic head gives you advantages not available with adapters on other cameras. Foremost is adjustability which permits uniform gripper margins on the plate regardless of the reduction or enlargement. The Kenro head has its own ground glass for checking this adjustment. It is designed to take the standard xerographic plate used with 10" X 15" presses. The plate drops rapidly into place thus speeding up the entire exposure operation.

The xerographic head is furnished as an extra accessory for the Kenro "Vertical 18" Camera or as an alternate for the standard film head.

The standard Kenro camera enlarges to 3X, reduces to ⅓ with Goerz lens, takes film to 14" X 18", is very precise, compact, rapid, easy to use.

Write for complete information on this new head and on the Kenro "Vertical 18" Camera, too.

KENRO "Vertical 18" Camera

KENRO GRAPHICS, INC., 25 Commerce Street
Dept. F-7, Chatham, New Jersey

For More Information Circle No. 266

HIGH, LOW & LAST, INC.

Bullish on Columbia Ribbons & Carbons

"On stock transactions
no longer do we err,
Because copies three and
four no longer blurr,"
said Low to High.

"I'm high on Low," said Last. "Ever since he teamed our business machines with Columbia Ribbons and Carbons!"

*Columbia**

RIBBONS & CARBONS

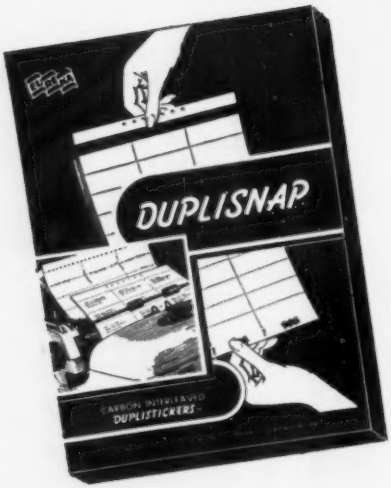
Columbia Ribbon & Carbon
Manufacturing Co., Inc.
Glen Cove, New York

* Trade-mark reg. U. S. pat. off.

For More Information Circle No. 225

Why is addressing a snap with DUPLISNAP®?

. . . one of the original "MAIL AID®" line



Because a typist, a typewriter and Duplisnaps give you a complete addressing department —at low cost.

Duplisnaps are sheets of blank, perforated gummed addressing labels interleaved with smudge resistant carbon in easy-to-use "snap-out" forms.

Handle the Duplisnaps set once, slip it in the machine, type the addresses on each label, snap it apart, and the job is done—more than a 20% saving in time.

Two to six sheet sets available in white. Four part set also available in colors. Sold at all leading stationers.

DUPLISNAP ® Reg. T.M. – U.S. & Canada

MAIL AID ® Reg. T.M. – U.S.

EUREKA SPECIALTY PRINTING CO.
Dept. 21 - Scranton, Pa.

For More Information Circle No. 221

No need to wait for your new Marchant calculators

Easy to own or lease . . . on a Marchant monthly installment or lease plan

Whether you need one or a dozen Marchants, your cash outlay can be spread over 6, 12 or 18 months, depending on which of the three Marchant "Pay As You Save" plans you prefer. As little as $23.75 a month puts a Marchant calculator to work right away . . . only $18.00 a month for Marchant's new 10-key adder. Or, under either a perpetual lease plan or a lease with option to buy, you can make low monthly payments, thus keeping cash reserves for timely uses.

Typical firms, now using the Marchants they needed, chose these plans:

6 MONTHS PLAN—Chosen by a consulting engineering firm that needed a Marchant *Deci·Magic* to simplify estimating and other complex figurework.

12 MONTHS PLAN—Used by a savings and loan association ready for two more Marchant *Figurematics* to speed up dividend and loan calculations.

18 MONTHS PLAN—Selected by an electrical distributor that wanted another Marchant *"Twin-Set" Figurematic,* to figure individual extensions and accumulated total simultaneously.

PERPETUAL LEASE (Monthly Rental Payments)—A large manufacturer prefers this means of acquiring new Marchant *Figuremasters* to speed volume figurework.

LEASE WITH OPTION TO BUY (Monthly Payments)—A grocery chain is putting in 10 Marchant *Retail Specials* on this basis for daily figurework and on-store inventory.

12 MONTHS PLAN FOR ADDER—This is how a small dry-cleaning firm is buying its Marchant Adding Machine to improve customer service and streamline bookkeeping.

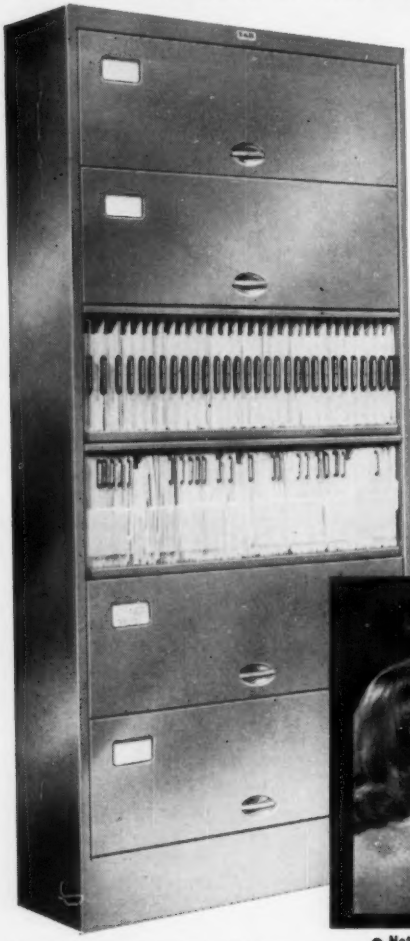
MARCHANT CALCULATORS, INC.
OAKLAND 8, CALIFORNIA
Modern Management Counts on Marchant

For more information on specific Marchant monthly installment or lease plans, write to this address, using your business letterhead.

For More Information Circle No. 237

SPACEFINDER FILES...

...HAVE PROVEN, in hundreds of offices, that they can SAVE YOU 50% or more in filing time, space and money!



Spacefinders are an appearance asset to any office—available in a wide range of sizes.

ONLY SPACEFINDERS...

offer you these exclusive advantages.

1 Welded cabinet of Spacefinder is designed specifically for MAXIMUM FILING EFFICIENCY. It is *not* an adaptation of shelving!

2 Spacefinders are complete and ready to use. When you move or change your department, you can MOVE THIS RUGGED FILE WITH CONTENTS INTACT!

3 Optional doors give DUST, DIRT and FIRE PROTECTION, serve as handy pull-out work shelves, and can be provided with locks.

● Note visibility and availability of thousands of records.

Send today to Tab Products Co., 995 Market Street, San Francisco 3, for 24-page brochure, and name of our local representative for skilled help in showing you how to save filing time, space and money.

TAB
PRODUCTS CO.

For More Information Circle No. 218

OOH!

Only $195

an all-automatic photocopyer ...the new DRI-STAT '200'

You'll "OOH" when you see what the DRI-STAT '200' offers you:

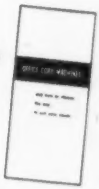
1. Makes sharp, black-and-white copies of anything written, printed or drawn.
2. Takes less space than a typewriter.
3. Anyone can run it.
4. Works in normal office light.
5. First truly automatic photocopyer priced under $350.

The DRI-STAT '200' copies any papers up to 9 inches wide, in any length. It pays for itself in the time it saves. It copies the original and eliminates proofreading. Ask us to demonstrate it before you accept any substitute system.

AUTO-FEED, an exclusive, automatic paper feed is optional. Dri-Stat '200' with Auto-Feed is $245. Also available is the Dri-Stat '400' which copies materials up to 14" wide.

FREE.....

Ask for this informative, unbiased fact-folder, "Office Copy Machines and How to Choose the One to Suit Your Needs."



DRI-STAT DIVISION
Peerless Photo Products, Inc. O-7
Shoreham, N. Y.

☐ Please send me your FREE folder, "Office Copy Machines and How to Choose the One to Suit Your Needs."

☐ I'd like to see a FREE Demonstration.

Name_____ Title_____

Company_____

Street_____

City_____ Zone_____ State_____

DRI STAT

PEERLESS

For More Information Circle No. 267

TOTALIA

Lagomarsino F. A. I. manufacturers of Totalia hand and electric adding listing machines, Totalia printing calculators, Numeria hand and electric calculators, proudly present their latest model: **the new electric adding listing machine with fully automatic memory both of the addenda and the total**

For More Information
Circle No. 196

LAGOMARSINO F.A.I.
MILANO (Italy)

FRANKEL... The Leader for 52 Years in stencil manufacture

Klean Write 100% STATIC FREE STENCIL

After five years of constant research, Frankel laboratories have produced the first absolutely 100% static free stencil ever made in this country. The Klean Write 100% Static Free Stencil is especially designed for use on all foreign duplicating machines. Available with or without film top—in glare-pruf colors—blue, green, or white.

100% Static Free Stencils with film top $4.15 per quire, without film top $3.75 per quire. Quantity and dealer prices quoted on request.

Send for your trial order of our 100% Static Free Stencils today

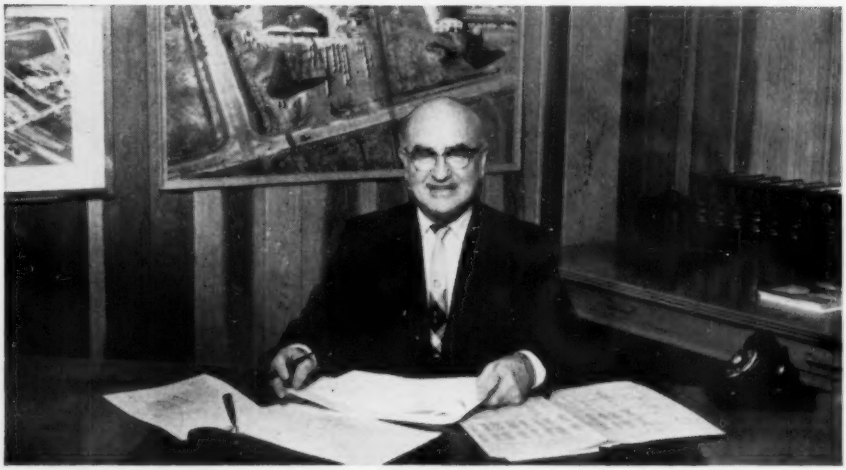
If you are not completely satisfied you can return the order and receive full credit

FRANKEL MANUFACTURING CO.

285 RIO GRANDE BOULEVARD • DENVER 23, COLORADO

For More Information Circle No. 311

thanks to XEROGRAPHY...



FRANK G. MARTIN, assistant secretary of Ross Lumber Company, Inc., Medford, Oregon, reports xerography's versatility saves $28,000 a year.

Ross Lumber Company, Inc. copies the *quality*, too ...saves $28,000 yearly on offset duplicating of

- Monthly detailed costs statements
- Last minute changes on sales lists
- Township section maps
- Uniform-size insurance registers
- Circuit diagrams for maintenance
- Timber-cruiser estimates
- Audit of two sales companies
- Additional copies of invoices
- Correspondence
- Many others

From the savings of just one xerographic operation—the reduced reproduction time of its monthly detailed costs statement—the Ross Lumber Company Inc., Medford, Ore., more than pays the cost of its XeroX® copying equipment. Besides, Ross saves an estimated $28,000 annually by xerography—the clean, fast, dry, electrostatic copying process.

Gratifying as these economies are, it is the flattering quality of the runoff copies—each as sharp as the original—that enthuses Ross officials. Equally stimulating is xerography's enormous versatility, which permits the enlargement, reduction, or size-to-size copying—onto duplicating masters of all kinds—of anything written, printed, typed or drawn.

Write for proof-of-performance folders showing how companies of all kinds, large and small, are cutting costs and speeding paperwork by xerography.

HALOID XEROX INC.
58-228X Haloid St., Rochester 3, N. Y.
Branch offices in principal U.S. and Canadian cities

HALOID XEROX®

For More Information Circle No. 250

EMBEE *solves all your office folding problems ...for pennies a day!*

● ***DAVIDSON EMBEE*** — the only complete office folding machine—ends the chaos and high costs of hand folding in every office, small and large. For only pennies a day, you can fold letters, invoices, catalog sheets, etc. . . . and get them in the mail on time every day! No other small folding machine can match EMBEE's versatility. It produces one or two parallel folds at speeds up to 12,000 8½"x11" sheets per hour. Embee is the only office folding machine that scores, slits or perforates separately or in conjunction with folding. You can run any stock from the thinnest onion skin to 100-lb. index. And what a comfort to have Embee's self-adjusting folding rolls! EMBEE is equipped with automatic feed, and you also get a hand feed board for folding where special handling is required. Brochure describes many other money-saving features —mail coupon for your copy.

DAVIDSON CORPORATION
A Subsidiary of Mergenthaler Linotype Company
29 RYERSON STREET, BROOKLYN 5, NEW YORK
Distributors in all principal cities and Canada

Headings in Protype • Text in Linotype

DAVIDSON CORPORATION O-7-8
29 Ryerson Street, Brooklyn 5, N. Y.

☐ Send literature on EMBEE
☐ Arrange EMBEE Demonstration

Name_____
Firm_____
Street_____
City_____ Zone_____ State_____

For More Information Circle No. 268

What is the total value of your whole duplicating department?

(it can only equal the sum of its parts!)

In each of our advertisements for the past year, we have discussed the revolutionary changes that are still occurring in the design and performance of typewriters and duplicating machines.

To meet these changes—and to add value to your duplicating department—Allied research has perfected many new products, such as (to name a few):

- *The improved Flagship line of metallic back carbon paper.*
- *Offset ribbons that produce matchless copy.*
- *Eleven different kinds of orange Diazo carbon papers.*
- *Fifty nine different shades of letterhead matching ribbons.*
- *A superb stencil line complete in every quality detail.*

Is your duplicating department missing its full share of new customers, increased volume and profit? Does it offer a complete service? Is it able to fill today's needs and outperform today's competition with the new specialized quality products that the new market demands?

Let the Allied man show you one or more of the Allied developments in our complete line of duplicating supplies—and you'll appreciate the value of an Allied franchise, with its policy of sale through limited authorized dealers only.

ALLIED

CARBON AND RIBBON MANUFACTURING CORPORATION

General Offices and Factory: 165 Duane Street, New York 13, N. Y.
Western Office and Warehouse: 3425 So. Main, Los Angeles 7, Calif.

For More Information Circle No. 312

Camera!

Carl Galloway (left), vice president, and C. B. Carter Jr., president, MacGregor Park National Bank, Houston, watch Mary Click, Burroughs field instructress, operate one of their new Sensitronic bookkeeping machines. This first complete Burroughs electronic bank system in the southwest was completed last month.

Mary Katherine Burke, R. N., reviews first aid instructions with Joan Minden, Ruth Meyer and Margaret Cummings. All are employees of Stone & Webster Engineering Corp., Boston. Nurse Burke, who was a file clerk in this office before she got her nursing degree, says most office accidents result from people disregarding common-sense safety rules, not from work hazards.

Capt. Murray D. Jones, U. S. Air Force weather officer, sits at a Radio Corp. of America control console while briefing flight crewmen in distant ready rooms over a closed circuit television system at the Duluth, Minn., Municipal Airport. The closed circuit TV hookup permits him to remain close to his instruments and maps in the weather station while showing last-minute weather data to airmen. A flight leader may request weather briefings over the TV audio circuit and break in at any time during a briefing to ask for clarification or elaboration.

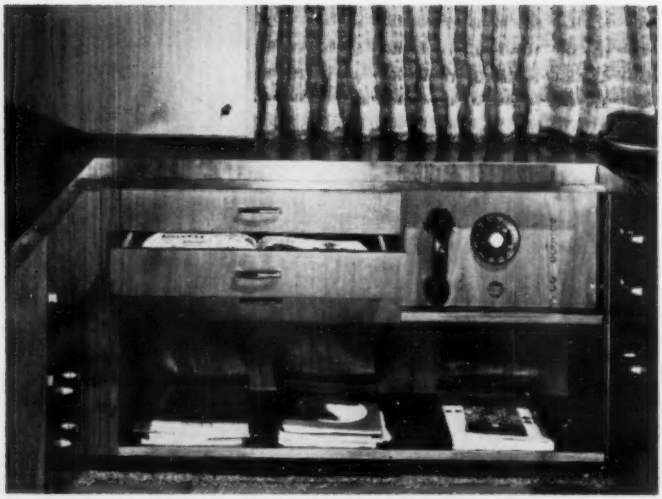
Frank W. Kridel (standing), executive vice president and general manager of the Manhattan and Astor Hotels, New York, and Harry Wendel, credit manager of the Manhattan Hotel, inspect the 350 stainless steel safe deposit boxes for guests' valuables and concessionaires' receipts. Two keys are required to open a box. There is also a large money safe with depository unit, for hotel cashiers, which requires a key and a combination to open it, as additional hold-up protection. All equipment was built and installed by Mosler Safe Co.

Engineering Print File at AiResearch

AiResearch Mfg. Div. of Garrett Corp., Los Angeles, replaced 11 card files with a six-section Deluxe Verti-File unit which requires approximately one-third less floor-space and is 10″ lower in height than were the card cabinets. The unit houses letter-size cards. Verti-Files are made by Deluxe Metal Furniture Co., Warren, Pa.

Mrs. O. L. Montague, filing supervisor at AiResearch, says the staff likes the shelf files because there is no drawer pulling and visual inspection is easy.

AiResearch uses a modified terminal digit system to file engineering prints. The last two digits signify the file section. Prints within each section are filed in straight numeric order.



This telephone panel cabinet contains loudspeaker equipment which allows executive to use phone without lifting receiver. Cabinet's drawers hold phone books, etc. Panel was designed by Illinois Bell Telephone Co.; cabinet by Office Suites, Inc., Chicago. Currently used only in Illinois, it may become available nationally.

The accounting offices of the Chicago & North Western Railroad are in an old building which was completely remodeled with new lighting, air conditioning and office equipment. Nearly 250 Milwaukee Metal-Lux Chairs of all types are used in the general and private offices. The office illustrated has over 100 M-30 Metal-Lux Posture Chairs.

High Speed Typing Reperforator

U. S. Army Photo

A machine which both prints messages and punches them in five channel code on the same paper tape was developed by Kleinschmidt Laboratories (a subsidiary of Smith-Corona) for the U. S. Army Signal Research & Development Laboratory, Fort Monmouth, N. J. The taped message can be read visually, relayed to other points or printed in page form by automatic typewriter. Known as the TT-195 High Speed Typing Reperforator, the machine punches and prints at the rate of 750 words a minute, five times faster than normal conversation. A motor-driven blower removes the large amount of chad produced by the fast punching operation.

Machine receives either sequential or simultaneous signals in the Baudot code. It measures only 13″ x 13″ x 18″ and weighs 55 lbs. because of its transistorized circuitry. The printing wheel spins at 3750 revolutions a minute. The Army will use it mounted on a jeep or truck teamed to a mobile forward area communications center where it can feed tactical information to a mobile combat computer for fast evaluation and designation of priority targets. Future business uses will include fast transmission of telegrams and market quotations, and other applications for integrated data processing. For More Information Circle No. 128.

The Philadelphia National Bank's lounge for female employees was designed to provide efficient washrooms, cheerful and attractive surroundings.

Philadelphia National Bank's New Lounges

When the Philadelphia National Bank was remodeling eight floors of an old building as its new quarters, architect Roland Moore (of Harbeson, Hough, Livingstone & Larson) was assisted by the Washroom Advisory Service of Scott Paper Co., Chester, Pa., in renovating 17 washrooms and installing a women's lounge and an officers' lounge. Officers' lounge (at right) is a functionally modern, cheerful and comfortable place for executives to relax.

Congestion was eliminated in the guards' washroom by having personnel move from wash basin, to towel cabinet, to exit. Upper portion of the recessed towel cabinet holds 400 Scott UHA towels. Lower half is a disposal compartment which reduces floor litter.

Offices of Amerock Corp.

The offices of Amerock Corp., Rockford, Ill., are completely furnished with Generalaire Desks, Goodform Chairs and Super-Filer filing cabinets, all products of General Fireproofing Co.

Amerock's GF installation was made by McFarland Office Equipment Co., Rockford, Ill.

AMA's Academy at Saranac Lake

Designed for the American Management Assn. Academy at Saranac Lake, N. Y., this Fiberesin solid plastic dining table has ellipitically shaped ends. Draw-leaves underneath have right-angle corners so that, when extended, the shape of the table changes to a rectangle for flush grouping. The table was designed and made by the Keller Furniture Mfg. Co., Oneida, N. Y.

Classes in management are conducted in rooms like this at the AMA Academy. Furniture throughout is made of Fiberesin solid plastic, developed by Fiberesin Plastics Co., Oconomowoc, Wis., and answers the need for strength, durability, ease of maintenance and an atmosphere conducive to study and relaxation.

Management men:

Before you dismiss "office automation" as too costly and complex...read this!

Today, automation in the office is the subject of hot debate. To many company executives it means a mass of complicated machinery and the highly-trained personnel to run it. To others, it signifies excessive training and indoctrination, an inordinate outlay of cash, an end to time-tested methods of operation.

Yet most management men agree that in today's increasingly competitive business situation they *need* the faster, more accurate reports that office automation can deliver – up-to-the-minute reports on labor, production, costs, inventory. But, they ask, how do we get them without extravagant confusion and cost?

The answer is with Keysort machines and punched cards.

Why Keysort? Because Keysort, alone, is reducing the cost and complexities of modern office automation with a highly-flexible system that fits easily into almost every possible operational set-up.

Result: Keysort is today cutting automation down to size.

So simple are Keysort procedures that your entire system comprises only three unique tools. Basic data on Keysort punched cards is mechanically created with Keysort Data Punch for fast, easy classification and sorting. Complete and automatic processing is provided by Keysort Tabulating Punch which punches, adds and totals quantities and amounts.

Keysort machines and punched cards today offer you the simplest means of instituting the *practical* modern office automation which can speed to your desk the on-time reports you need for complete control of your business and profits. With little or no change in your existing methods. Without the need for specialized personnel. And at remarkably low cost.

The nearby Royal McBee man can show you how it's done. Phone him, or write us.

McBEE KEYSORT®

PUNCHED-CARD CONTROLS FOR ANY BUSINESS

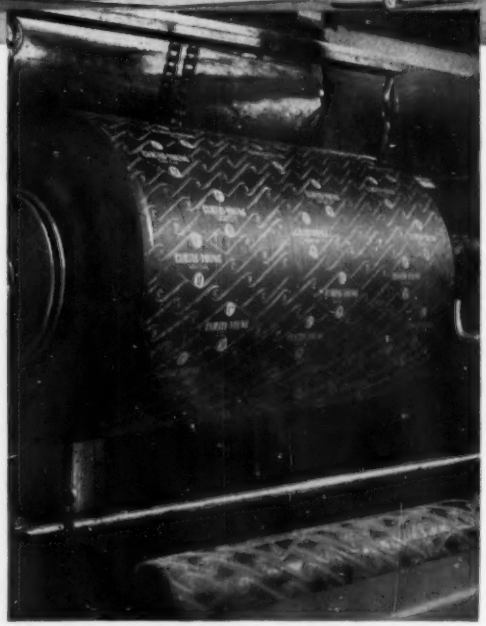
ROYAL McBEE Corporation PORT CHESTER, N. Y., Offices in principal cities. In Canada: The McBee Company, Ltd., Toronto 16

For More Information Circle No. 269

Carbon Papers • Inked Ribbons • Carbon Paper Ribbons • Carbon Copy Sets • Spirit Carbons • Master Units • Printed Master Sets • Duplicating Supplies • Copyholders

EXPERIENCE

that can be acquired only through sixty-three years of uninterrupted quality production . . . now combined with the most modern merchandising and packaging methods.



DEPENDABILITY

of products and service . . . manufactured and supplied by one of the few remaining owner-managed corporations in the ribbon and carbon industry.

CURTIS-YOUNG CORPORATION

DUPLICATING PRODUCTS THAT REFLECT YOUR GOOD JUDGEMENT

CURTIS-YOUNG CORPORATION
110 West 18th Street, New York 11, New York • ORegon 5-3636

U. S. CARBON & RIBBON MANUFACTURING CO., INC.
621 Cherry Street, Philadelphia 6, Pa. • WAlnut 2-1416

Specially designed for V.I.P.'s

TRU-SITE®
NON-GLARE GLASS TOPS

ALMOST INVISIBLE GLASS WITHOUT GLARE

What welcomed eye-comfort you get with Tru-Site. That's because a Tru-Site *non-glare* glass top stops annoying, eye-straining light reflection while it protects your desk with an almost invisible glass. No wonder Very Important People insist on *glare-free* Tru-Site.

See a dramatic visual Tru-Site demonstration without cost or obligation. Write today.

DEARBORN GLASS COMPANY
6600 SOUTH HARLEM AVENUE, BEDFORD PARK, P. O. ARGO, ILLINOIS

For More Information Circle No. 307

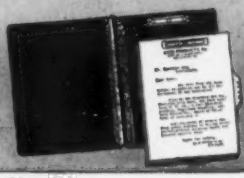
ARE YOUR PAPERS PLAYING...

HIDE AND SEEK?

Filing is important only if the *finding* is easy. Can you *always* put your hand on the letter, invoice, order, report or other paper you want, *instantly?* Are your files neat, compact, space saving? Your Stationer will be glad to explain the advantages of ACCO-filing to keep your records safe, and finding quick. Ask him especially about Accobind Folders and Accopress Binders. Made for every department of every business in sizes, styles, colors to suit your taste and exact requirements.

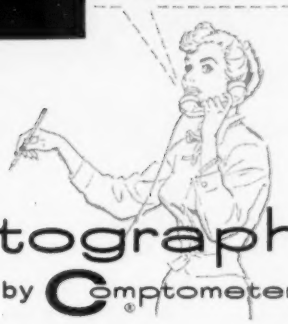
"ACCO BOUND PAPERS ARE SAFE PAPERS"

ACCO PRODUCTS
Division of NATSER Corporation
Ogdensburg • New York
In Canada: Acco Canadian Co., Ltd., Toronto



For More Information Circle No. 288

...hold the phone
I'll have it for you
right away...



Comptograph®
"220M" by Comptometer®

6 new features make figures fly ...and so simple to multiply!

New Multiplication Key—it prints the answer, and both of the factors, on two easy-to-read lines.

New High Speed—220 cycles per minute. Over 30% faster than most other 10-key listing machines.

New More Flexible Keyboard—accepts figures faster.

New Dual Purpose Lever—increases capacity to 11-digit listing, 13 totaling—for addition and subtraction.

New Color—smart "Autumn Tan"—blends with modern office decor.

New Variable Space Control—adjusts for single or double spacing.

Plus these wanted features: Exclusive Automatic Visi-Balance Window—Single Cycle, Single Purpose, Control Keys—Adjustable Keyboard Angle—Two Color Printing—Quiet Rotary Action—Streamlined Styling—Concealed Paper Roll—and many others.

Comptometer Corporation / BETTER PRODUCTS TO BETTER BUSINESS

For More Information Circle No. 230

NOW LEASE

any Comptometer Business Machine on a nationwide leasing plan through all Comptometer offices.

New Comptometer Customatic

World's fastest way to figure ...now faster than ever. Try it FREE on your own work. See for yourself.

Comptometer Commander

Insures accuracy in dictation. Lifetime Magnetic belt saves far more than machine costs. See for yourself.

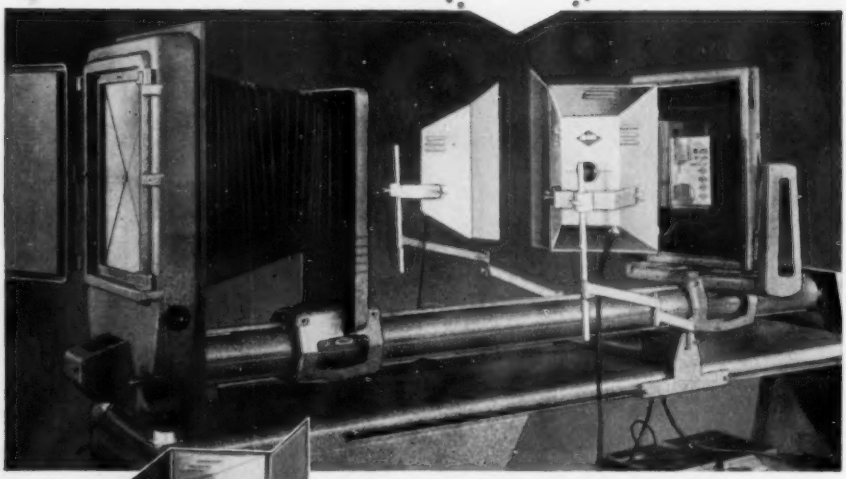
COMPTOMETER CORPORATION
1724 N. Paulina St., Chicago 22, Ill.

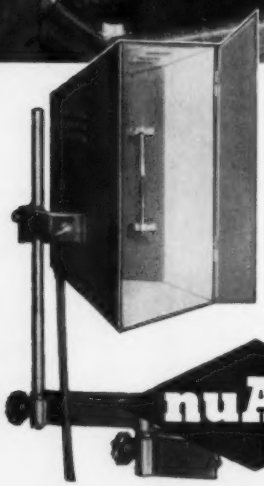
☐ Arrange free office trial for me on:
☐ Send me literature on:
- ☐ Comptometer Customatic
- ☐ Comptometer Comptograph "220M"
- ☐ Comptometer Commander

Name_____
Firm_____
Address_____
City_____ State_____

quality reproduction with low-cost HI-LITE arc lamps

nuArc®





Designed for cameras up to and including 17″ size. Can also be used in double or even triple-deck for larger camera installations. Completely automatic, steady, *even* light...no sputter ...no bounce. Take advantage of 30-Day Free Trial Offer. Write for bulletin 600B.

$298.00
PER PAIR

nuArc® company, inc.

General Office and Factory:
824 So. Western Ave., Chicago 12, Ill.

***Eastern Sales and Service:* 215 Fourth Avenue, New York, N. Y.**

For More Information Circle No. 232

the machine with 1,000 faces

This 'ad' was Vari-Typed. Headlines by Headliner.

*2 FONTS IN USE AT ONE TIME

2 SECONDS TO CHANGE!

TYPE COMPOSITION...limitless and professional looking...permits you to use the more convenient and economical duplicating methods for more of your important printing needs. Vari-Typer is operated by your office typist meeting all your needs in type, Bodoni, Garamond, Bookman, large, small, light, heavy, etc...for anything from an office form to a catalog...from a bulletin to a house organ.

Vari-Typer®

A SUBSIDIARY OF ADDRESSOGRAPH-MULTIGRAPH CORPORATION

LOOKS LIKE A TYPEWRITER...

WRITES LIKE PRINTING!

NAME .....

COMPANY .....

ADDRESS .....

CITY ..... ZONE... STATE.....

For Full Information, Fill in and Mail to Dept. S73

VARI-TYPER CORPORATION

720 FRELINGHUYSEN AVENUE

NEWARK 12, NEW JERSEY

For More Information Circle No. 401

Our Golden Rule

"...unmeasured service to a distinguished list of customers."

We are proud that the superior quality of our products has earned us the friendship of so many fine firms, and we take extra pride in meeting their special requirements with care and promptness.

We at Colonial will be happy to discuss *your* special requirements ... may we hear from you?

Specialists in the manufacture of spirit master units, spirit carbon, hand cleansers and fluids.

Colonial Carbon Company SKOKIE, ILLINOIS

Serving the wholesale trade exclusively

for you, who have an eye for

functional beauty

styling that sells...

send for REGNA literature NOW!

REGNA is the lowest priced electrically operated full safety keyboard machine in the world.

Everyone who sees the new REGNA admires the wonder of streamlined FUNCTIONAL BEAUTY.

Everyone who tries this sturdy and dependable adding machine becomes a "high speed" operator — fingertips literally float over the moulded keys!

Different capacities; fully automatic safety keyboard; models in light grey or ivory. Also low-priced hand operated models.

In Canada: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W. Montreal, Que., and Business Equipment Machines, 489-R King St. W. Toronto, Ont.
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It's low priced! It's profitable!
Mail the coupon—Mail it today—
Mail it NOW!

REGNA

REGNA CASH REGISTERS INC.
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Gentlemen:
Please rush more information on the new Electric Regna Adding Machine and outline advantages of becoming a Regna Dealer.

Name _____

Address _____

City _____

Zone _____ State _____

For More Information Circle No. 309

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FINER MATERIALS for BETTER PRODUCTS

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Quality materials and supplies for
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TYPEWRITER RIBBON FABRICS

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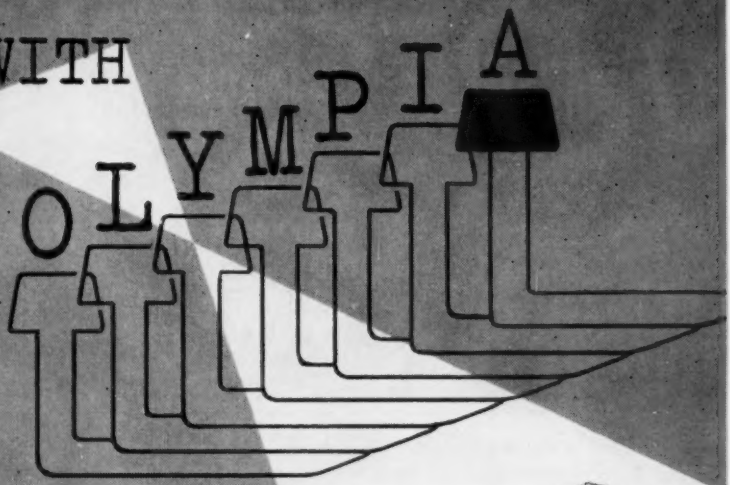
BE LETTER PERFECT

WITH OLYMPIA



For better letters, for accuracy and for speed write with the modern OLYMPIA to know what fine typing can really mean. Here is a typewriter conceived and created to be second to none . . . to bring you a new sense of typing perfection, smooth operation and utmost satisfaction.

Ask for FREE trial from your nearest authorized Olympia dealer.

And just consider these many OLYMPIA features!

- Automatic paper injector for quick and accurate letter and envelope insertion.
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- Inter-changeable carriages save money and time. Carriages of any size interchanged in seconds.
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*Writes **BEST** of all . . .*
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OLYMPIA DIVISION INTER-CONTINENTAL TRADING CORPORATION
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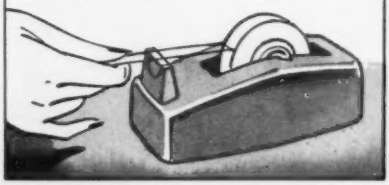
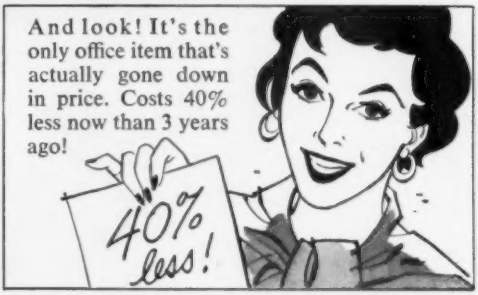
For More Information Circle No. 305

"HOW CINDY SHOWED US THE WAY TO CUT OFFICE EXPENSES!"

"SCOTCH" Brand unwinds so easily, there's no breakage, no waste. Sticks so tight you use less.



And look! It's the only office item that's actually gone down in price. Costs 40% less now than 3 years ago!



Everybody saves time and steps with one of these handy "SCOTCH" Brand Dispensers on the desk!

"YOU CAN MAKE THESE SAVINGS, TOO. SEE YOUR SUPPLIER FOR "SCOTCH" BRAND TAPES AND DISPENSERS!"

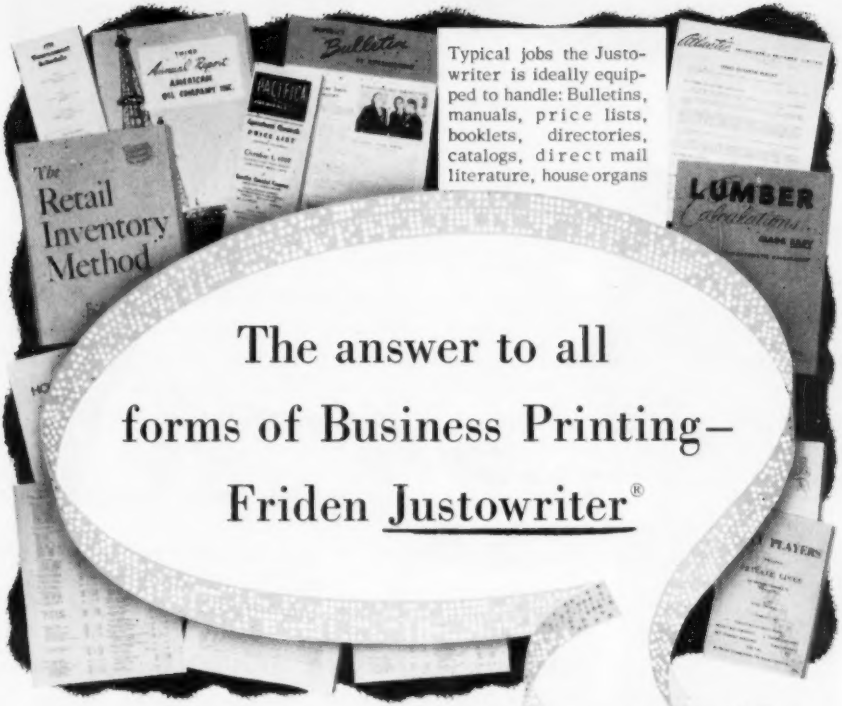
"SCOTCH" IS A REGISTERED TRADEMARK FOR THE PRESSURE-SENSITIVE ADHESIVE TAPES OF 3M CO., ST. PAUL 6, MINN. EXPORT: 99 PARK AVE., NEW YORK 16. CANADA: LONDON, ONTARIO.

MINNESOTA MINING AND MANUFACTURING COMPANY

. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

For More Information Circle No. 240



IN YOUR OFFICE, the 2-unit Justowriter (Recorder and Reproducer) can turn out professional typesets with justified margins -- at substantial cost savings compared with typewriter or hot metal composition.

THE FRIDEN JUSTOWRITER produces these professionally composed typesets on direct image plates for duplicating machines or in form of reproduction proofs for lithographic printing.

TYPIST BECOMES EXPERT TYPE COMPOSITOR as her typing on Recorder (1st Justowriter unit) produces simultaneously (a) typewritten sheet, for visual check, and (b) punched paper tape with identical copy in code. Second Justowriter unit, the Reproducer, then "reads" the code tape and automatically composes the original copy in clear, accurate, justified-margin form. 14 different Justowriter type faces, sized from 8 to 14 points, are available.

WRITE TODAY on your business letterhead for additional information on the justifying type-composing Justowriter - a basic Tape-Talk machine in the "new world for business" created by Friden. FRIDEN, INC., San Leandro, California.

Friden Creates A New World For Business

THE ABOVE COPY WAS SET ON THE JUSTOWRITER IN GALVIN TYPE

For More Information Circle No. 248

The big difference is SAVINGS

When you use **ALPENA MANIFOLD,** instead of heavier papers, for advertising promotions, business systems, catalogs and factory forms . . .

YOU SAVE *in original cost*
YOU SAVE *postage costs*
YOU SAVE *filing space*

ALPENA MANIFOLD is a sturdy, lightweight, non-curl paper that works equally well on offset or letter-press equipment. It is available in Substance 9, in white and six bright colors, through authorized FLETCHER PAPER distributors.

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For More Information Circle No. 299

A Procedure for the Control of Contracts

JOSEPH P. MURTHA, Procedures Analyst, Great Lakes Carbon Corp., New York

A SINGLE CONTRACT can involve several departments of a company, such as accounting, production, legal, insurance and purchasing. Proper control of a contract's processing is very important. In the absence of a control system, each department may assume that another department is taking care of certain details. As a result, one or two of the departments may do only partial processing and the company may find itself with unwanted renewals, inadequate purchasing, insufficient insurance or incorrect accounting.

For several years, Great Lakes Carbon Corp. has had a policy and pro-

Form 99332—650A 2000 6/55

GREAT LAKES CARBON CORPORATION

CONTRACT RECORD

CONTRACT WITH	TYPE OF CONTRACT	CONTRACT NO.

DEPT. OR DIVISION	PLANT OR LOCATION	ACCOUNTING OFFICE	ORIG. CONTRACT DATE

RENEWAL CLAUSE	CANCELLATION CLAUSE	INSURANCE REQUIRED
YES ☐ NO ☐	YES ☐ NO ☐	YES ☐ NO ☐

EXPIRATION:

FOR ACCOUNTING DEPT. USE

VOUCHER NO. _____ AMOUNT _____ RENEWAL NOTICE _____ DATE DISCHARGE NOTICE _____ DATE

FOR SECRETARY'S USE

ORIGINAL CONTRACT REC'D ON _____ DISCHARGED ON _____ RETENTION PERIOD _____

REMARKS:

Fig. 1. This record form lists the general details of a contract.

cedures system for the uniform handling of contracts. This enables the status of any contract to be easily ascertained at any time, and it safeguards each contract at every step through a series of interlocking checks and responsibilities. With minor adaptations, our system might serve most businesses.

Our product division general managers and corporate department heads are responsible for the review and approval of all contracts, prepared outside the company, which involve their divisions or departments. These contracts, and requests for contracts from within their units, are transmitted to our law department. The head of a unit originating a contract is responsible for its proper discharge.

The law department is responsible for the preparation or approval of all contracts and for arranging their execution by our company and the other contracting parties. Except in some clearly defined instances, all our contracts must be executed by corporate officers.

After the contract is signed, the law department assigns a number to it. This number appears on all company copies of the contract. The contract number and its general details are entered on a contract record form (Fig. 1). The original contract and this contract record form are sent to our corporate secretary. Copies of the contract and record form go to the corporate or chief accountant, insurance division, law department files, and to those persons in the company who will need the

GREAT LAKES CARBON CORPORATION

CONTRACTURAL LIABILITY INSURANCE NOTICE

TO: Insurance Division _____ CONTRACT NO. _____

CONTRACT BETWEEN:

EFFECTIVE DATE:

TERM:

NATURE OF AGREEMENT:

HOLD-HARMLESS PROVISION:

Reviewed By _____ Date of Review _____

LAW DEPARTMENT

Fig. 2. Form used when a contract contains a hold-harmless provision.

information. The law department notes, on its copy of the contract, the names of all who have received copies.

If the contract contains a hold-harmless provision (under which legal liability of one party for damages is assumed by another party to the contract), the law department prepares a contractual liability insurance notice in triplicate (Fig. 2). Two copies are sent to the insurance manager and the original is attached to the law department's copy of the contract.

The division and department heads are authorized to modify and supplement existing contracts pertaining to repairs, maintenance, alterations, construction of buildings and related matters. Such contract changes must not affect the legal terms and conditions of the original contract. Additional costs may not exceed 10% or $5000, whichever is lower, and must be processed and approved through the usual channels.

A contract change order form (Fig. 3) must be prepared and executed for each change before work on additions or modifications is begun, or within one week after a deletion has been agreed upon. Copies of the contract change order go to the corporate sec-

FORM 746-2000 12-54

GREAT LAKES CARBON CORPORATION

Page ____ of ____

CONTRACT CHANGE ORDER

DIVISION OR DEPT.	CONTRACT NO.	CONTRACT DATE	CHANGE ORDER DATE
CONTRACTOR	JOB LOCATION		APPROPRIATION NO.

Reason for change _____

Cost and description of change:

Specifications and/or
Drawing No. _____ Revised on _____ 19___ By _____

Completion date changed to _____

Except as herein expressly modified, all terms and conditions of said contract shall remain unaltered and in full force and effect and shall apply to all work to be performed hereunder.

CONTRACTOR	GREAT LAKES CARBON CORPORATION
_____	By _____
By _____	At _____
Date _____	Date _____

Fig. 3. The form used when a contract is modified.

GREAT LAKES CARBON CORPORATION

ACTIVE CONTRACT REPORT

DIVISION or DEPT._____ PERIOD ENDING_____19__

CONTRACT		CONTRACT WITH	TYPE OF CONTRACT	LOCATION	EXPIRATION DATE
No.	Date				

Fig. 4. A form prepared semiannually to show status of contracts.

retary, law department, contractor, corporate or chief accountant and, if applicable, the insurance division.

The automatic renewal clauses and the renewal options found in many contracts are the responsibility of the corporate or chief accountant. Their existence must have been noted on the contract record form. Not less than 60 days before the expiration or renewal date of a contract, the accountant notifies the division or department head involved by sending him two copies of a letter of advice. The accountant retains a third copy for follow-up purposes. The division or department head notes on the two copies of the letter the action to be taken, sends the original to the law department and the duplicate to the accountant.

Semiannually, the accountant prepares a report on active contracts. On this form (Fig. 4) he lists the existing contracts, their dates of execution and expiration, their categories and their locations. The law department, corporate secretary and the insurance managers are responsible for checking the accuracy of the semiannual contract reports. Copies of this report also go to the controller and the division or department heads.

The corporate or chief accountant reviews his contracts file each month and notifies the law department and the corporate secretary, in writing, whenever a contract has been discharged. A copy of this memorandum is sent to the insurance division if the contract record indicates insurance coverage.

When the corporate secretary is notified by the accountant that a contract has been discharged, he transfers the contract and the contract record to his closed file. This file is reviewed annually and the contracts therein are processed in accordance with our records retention program.

Our company relieves the law department and the corporate officers of a large workload by authorizing division sales managers, purchasing agents and certain other personnel, to execute certain contracts without prior approval by the law department. Those contracts which they may execute are standard printed sales agreement forms, service contracts limited to $1000 and company purchase orders issued for materials, supplies and equipment for use in the regular course of business.

Master Clerical Data for Measuring Office Work

THERE IS NO DIFFERENCE, as far as basic manual *motions* are concerned, whether a man is assembling an automobile, making wood parts for prefabricated housing, harvesting grain or replacing a fuse. There are just so many manual motions a person can perform—reach, grasp, release, and so on. These same motions are used for all forms of manual work. Why not the same type of standards for clerical workers as for production workers? They, too, reach, grasp, release, and so on. Where one may move a tool to cut steel or assemble on appliance, the other must file, staple, clip papers, and the like.

In the typing of a letter, there seems no point in measuring work if the next 1000 letters are all different. This is correct, if one limits his measurement to time study. Time study of irregular work is difficult and costly. It is even harder to use time study for predicting future time requirements, which is essentially what the office needs. But if you know how long it takes to type a letter with 100 words, you can automatically set up direct reading tables for letters of all kinds of any length. All you need to know are the frequencies, which are easily determined by means of simple studies.

A work measurement technique for reducing office and clerical costs as much as 30% has been developed by

SECTION M - MAILING AND OPEN MAIL

SYMBOL	M100 - M113 Stuffing and Sealing	TIME TMU
M100	Put Material in Envelope (Plain)	47
M101	Open Envelope (Plain)	47
M102	Wet Envelope on Sponge	37
M103	Seal Envelope	44
M104	Pull up Prongs (Manila Envelope)	17
M105	Flatten Prongs (Manila Envelope)	34
M106	Put Material in Manila Envelope	100
M107	Fold Material one Fold	79
M108	Fold Additional Fold	103
M109	Add where Heavy Material is Folded	21
M110	Get Small Piece of Scotch Tape from Dispenser	30
M111	Get Long Piece of Scotch Tape from Dispenser	56
M112	Put Small Piece of Scotch Tape on Material with one Hand	38
M113	Put Long Piece of Scotch Tape on Material with Both Hands	108
M114	Close Flap over Prongs (Manila Envelope)	15

A sample of the time motion units which Serge A. Birn Co. has compiled for manual and machine office operations. 1 TMU equals .00001 hour or .0006 minute or .036 second.

Serge A. Birn Co., a management consulting firm of Louisville, Ky., with branch offices in Chicago, New York and Montreal. The procedure will also control and balance clerical and office work loads as well as measure individual performance. Called Master Clerical Data, or MCD, the studies are based on industrial engineering principles, heretofore used on the production line, but now made applicable to office work measurement.

Measuring *non-repetitive* factory work was solved in some 3500 companies by the use of MTM (Methods-Time Measurement), a predetermined motion time system which gives time values for all basic manual motions. All that MTM does is list all possible motions with *a time value for each.* (These values are based on an average person performing the work at a normal pace.) With MTM, an experienced analyst can visualize all jobs familiar to him. Of course, he has to know materials, layout, tools and final result to be attained, but this is faster than time study.

Using MTM as the basic tool, engineers on many different office jobs collected and assembled MTM standard data for all clerical work. The job has been practically completed, and they have found that about 90% of all cleri-

MOVEMENTS COMMON TO THE OPERATION OF ALL TYPEWRITERS

SYMBOL		TIME TMU
OT100	Move sheets to typewriter	13
OT101	Insert paper into typewriter	30
OT102	Open paper release	18
OT103	Straighten paper in typewriter	54
OT104	Close paper release	9
OT108	Scan work after typing to check appearance	48
OT109	Remove finished work from typewriter	38
OT110	Clear all tab stops	37
OT111	Set one tab stop	41
OT113	Position carriage with space bar for indention	19+4N
OT119	Set margin stop, margin set on carriage by lever at each end of carriage	86

(see page opposite)

OT203 RECAP OF FREQUENCIES TO DETERMINE AVERAGE TIME FOR TYPING MANUALLY

Symbol	Description	No. of Occurs Letters Long	No. of Occurs Letters Short	% of Total Letters Long	% of Total Letters Short	Time	Wt'd Time Letters Long	Wt'd Time Letters Short
OT204 OT205 OT209	Hit key, same row on which finger is located	420	187	32.7	30.3	4.1	1.34	1.24
OT206	Hit key - one row up or down	825	408	64.3	66.0	5.7	3.67	3.76
OT207	Hit key - two rows up or down	39	23	3.0	3.7	7.1	.21	.26
OT208	Hit key - three rows up or down	0	0	0		8.6	0	0
		1284	618	100.0	100.0		5.22	5.26
OT106	Depress space bar	263	110	20.5	17.8	2.0	.41	.36
OT115	Depress shift key	40	25	3.1	4.0	5.7	.18	.23
	TOTAL	303	135	----	----	---	.59	.59
	GRAND TOTAL	1587	753	----	----	---	5.81	5.85

NOTE: 1. Data on this table was obtained by actually analyzing long and short letters.

2. Percent of totals for OT106 and OT115 was obtained by dividing the total number of letters (1284) (618) into number of occurrences for OT106 and OT115.

3. The average time/letter will be 5.8 TMUs

4. The number of spaces/letter equals $263 \div 1284 = .205$/long letter
$110 \div 618 = .178$/short letter

Average space/letter equals $\frac{178 + .205}{2} = \frac{.383}{2} = .192$

This means that 19.2% of a line is spaces and that 80.8% of a line is letters or numbers.

5. (a) In Pica Type, there are ten letters or spaces/inch; therefore $10 \times .808 = 8.08$ letters/ inch typed.

(b) In Elite Type, there are twelve letters or spaces/inch; therefore $12 \times .808 = 9.70$ letters/inch typed.

(c) From actual measurements, both the Pica and Elite types have 6 lines/inch.

cal work is performed with time values that are *constant*. This Master Clerical Data (MCD) now comprises a list of standard elements used to perform all kinds of office work not requiring creative thinking. A *trained* office supervisor can put these basic elements together to compute a standard for most clerical jobs. No engineering background is required.

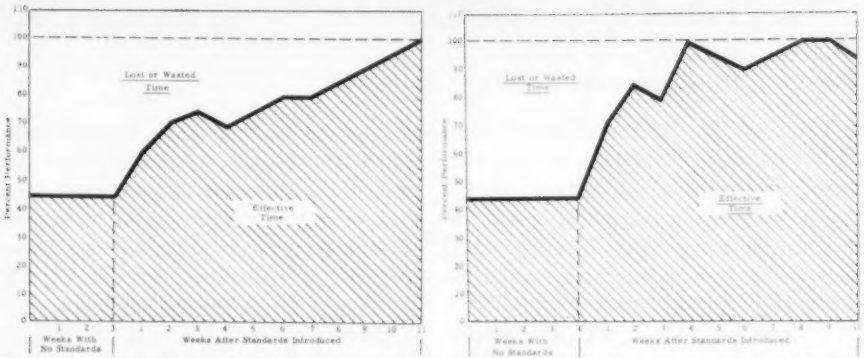
Most standard elements in the office are constant. For example, an office worker may get up from her chair 150 times a day. If we record the motions which are used to arise from a chair once, we need never do it again. The time to get up is unaffected by the *why* of getting up. It will take the same time to arise if a person is going to the files, to another office or to take a coffee break. Similarly, it takes the same time to pick up a pencil whether this occurs in the accounting or purchasing department. It is the same whether the purpose of picking it up is to write an invoice or to make a check mark on a list.

It is interesting, but of no particular importance, that the motions used to pick up a pencil are the same as the motions used to pick up a screwdriver in the tool room. The same motions are made to get a sheet of carbon paper from a drawer in a stenographer's desk as are used to get a label from a drawer in the sewing or shipping room. Of vital importance, however, is the fact that motions used to pick up pencils are *the same motions as* used to pick up a box of paper clips.

With Master Clerical Data the problems of work measurement are reduced to one main problem—*how often?* This is solved most of the time by observation, common sense, analysis of records and the nature of the work done. Setting up good methods, and making sure that they are followed, will do the rest.

Management may install automatic equipment to reduce office manpower by, say, 30%. If the new equipment is operated with twice as many operators as necessary, management is still wasting money—but does it know it? Master Clerical Data is designed to tell the office manager how many operators he

Timing manual paper collating with an Evans Gathering Rack at a seminar conducted by Serge A. Birn Co.



Clerical standards saved $28,000 a year in personnel costs in an accounts receivable department (left) and $39,000 a year in a subscription department (right).

really needs. Work standards in the factory are generally used for incentives. This is not necessarily so in the office, though it can be done. The uses of office standards are to:

1. Improve methods.
2. Set up performance goals — and measure performance.
3. Discover lost time by comparing actual performances with these goals.
4. Plan manpower requirements *in advance* of changes, expansion or cutbacks, and to plan for peaks.
5. Determine in advance whether a given piece of office equipment is really needed and if it will really reduce costs.
6. Train new operators faster.

By the use of this data one can often tell, sometimes in a matter of minutes, how many invoices a billing clerk should type per hour — or how many checks should be sorted numerically in a given period of time. If clerks do not come close to these standards, the chances are the methods are not up to par.

In a factory operating on daywork, the introduction of standards increases performance from about 60-65% to some 85%. In the office where little methods work was done in the past, and where poor methods are unfortunately less obvious, the average performance is frequently less than 60% of normal. In terms of cost reduction, greater things can be expected in the office than in the plant.

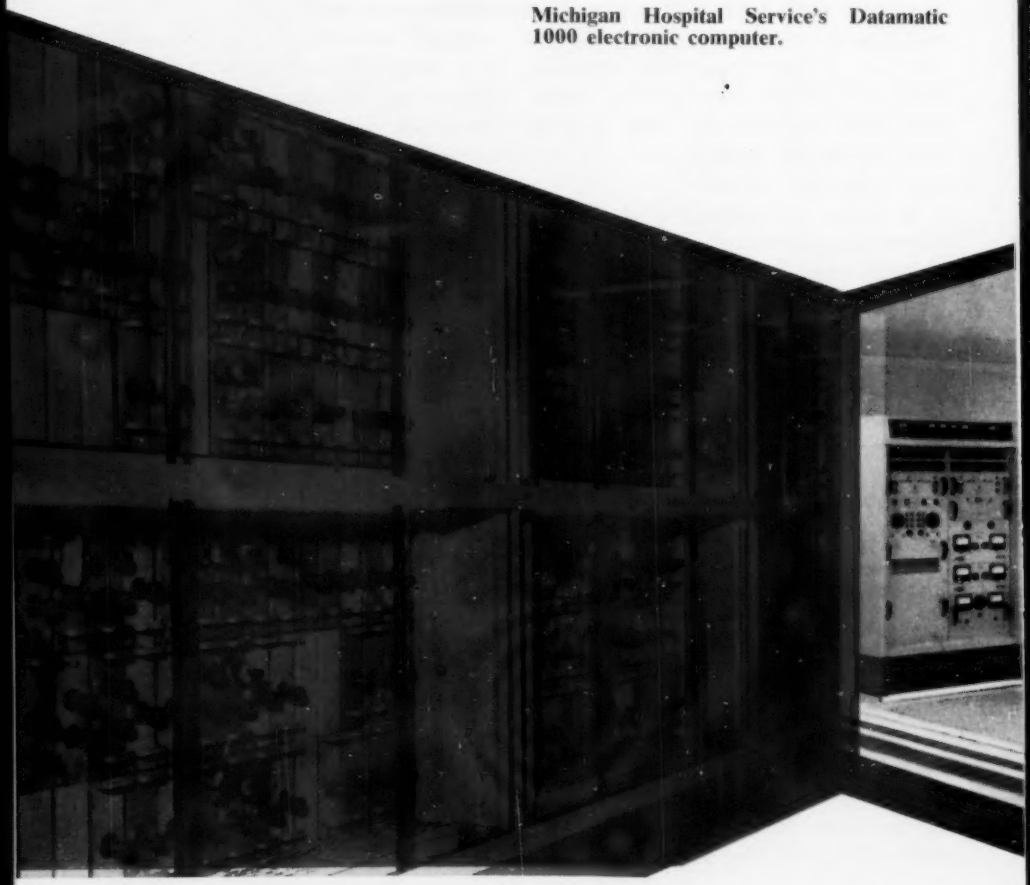
Don't imagine that you can acquire a set of Master Clerical Data today, and increase your office performance the day after tomorrow. It isn't that simple. Your office operations must be studied and the methods improved. Your office manager and his assistants must fully accept the program. They must understand what you want to do —and how it is done. Finally, the office personnel must accept the idea and must gain some benefits from its application. Last, but not least, the man (or men) introducing measurement and control in the office must have the judgement and ability to make friends. Practical demonstrations of the use of Master Clerical Data are given in seminars throughout the country by Serge A. Birn Co., 614 South 5th St., Louisville 2, Ky., from whom complete information can be obtained.

Integrated Data Processing:

NED CHAPIN, Systems Analyst,
Stanford Research Institute, Menlo Park, Calif.

WHAT IS THE ROLE of integrated data processing in business? What is its relationship to the use of automatic computers? What is its relationship to the use of punched cards? There is conflicting opinion in the field. Some persons say that IDP is an intermediate stage between manual processing of data and automatic computer processing of data. Others say that IDP is not an intermediate stage but is an alternative to using automatic computers for data processing. Other persons indicate that the use of IDP is simply an extension of the use of punched cards. Still others identify

Michigan Hospital Service's Datamatic 1000 electronic computer.



What It Is and What It Can Do

IDP as being associated with the use of particular items of equipment, or as something which is accomplished by the use of certain products or services.

One of the early uses of the term IDP was at a 1954 conference of American Management Assn. at which a group from the staff of United States Steel Corp. (THE OFFICE, April, 1954) told of their experience with the use of special typewriters equipped to produce and to be activated by punched paper tape. The tape tied together certain business data processing operations. From this feature, the term "integrated"

(Continued on page 93)

A Secretarial Training Program For the Smaller Office

PHIL HIRSCH

IN-COMPANY TRAINING for secretaries and stenography pool transcribers has paid off at the home office of Combined Insurance Co. in Chicago. One of the best things about the informal school is its relatively low cost. The company's total out-of-pocket expense for the six-eight week course came to only $12 per student (for textbooks and exercise manuals). Virtually all the instruction was provided by the training director, Henry F. Alderfer, and students met in a room ordinarily used for training company salesmen.

The company launched its home-made educational effort in the hope it would solve a number of problems not unknown to other companies. These were the major difficulties:

1. Most secretaries working for the company's top executives were women who had been out of school for some time. As a result, the letters they typed were often wordy and contained outmoded phrases. These secretaries also needed to know more about the use of block paragraphs, elimination of the salutation and complimentary close, and other modern letter forms.

2. Secretaries working for executives at all levels of management, as well as typists in the stenography pool, were making too many grammatical and spelling errors. Failure to capitalize proper words, use of dangling participles, floating pronouns, improper tenses, and similar mistakes tended to cut work output unnecessarily because retyping was needed too frequently.

3. The shortage of competent office personnel made company executives realize that they would be better off filling future front office secretarial vacancies from within the organization, instead of looking on the outside. But the stenography pool, which would be the prime source of this talent, contained a number of employees who needed training in some of the more-or-less intangible aspects of secretarial work.

The company figured it could fill this gap through formal instruction combined with use of the role-playing technique. Imaginary situations could be set up to give the girls practice in handling telephone messages from various types of callers, and working with bosses of different temperaments. Students also would be trained in the special duties of a secretary: arranging the boss's desk, opening the mail, setting up appointments, and making travel arrangements, among others. Equally important, they would have a chance to develop that special quality of observation and judgment which tells the good secretary when she is being too helpful.

4. Although relations between executives and their secretaries were good, occasional misunderstandings inevitably

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Meet the most complete line of adding machines in the business! Burroughs thrifty hand-operated model, the full keyboard, and the compact ten key.

Smartly styled, quiet operation. Accuracy? Dependability? Both are built-in Burroughs trademarks. Appealing choice of colors. And shadow-touch ease of key depression. Plus, of course, multiplication key and—in the electric models—instant credit balances. All models available in a wide range of capacities.

You'll find a demonstration of any or all decidedly worth your while. Just call our nearest branch or dealer. Or write Burroughs Corporation, Burroughs Division, Detroit 32, Michigan.

Burroughs

Burroughs Corporation

Burroughs—TM.

For More Information Circle No. 243

The machine that made office dictation and transcribing 50% SIMPLER!

the Norelco® '35'

world's most advanced moderately priced

DICTATING MACHINE

featuring instantaneous, fumble-proof

MAGAZINE LOADING

Only

$179.50

complete, with your choice of either dictating or transcribing accessories

With just five simple controls where comparable machines use as many as ten . . . with two-second magazine loading where others fumble with old-fashioned hand threading . . . with crystal-clear, easy-on-the ear voice reproduction where others require nerve-racking concentration . . . the new Norelco '35' makes it at least 50% simpler, easier and pleasanter to give and take office dictation. Engineered by Philips of the Netherlands, world's largest electronics concern outside the United States, the Norelco '35' represents the sum total of modern scientific knowledge as applied to the simplifying, streamlining, ruggedizing and "foolproofing" of moderately priced dictating equipment. Prove to yourself that the Norelco '35' makes all other dictating machines in its price class obsolete. Ask your dealer for a free demonstration at **your** office, without any further obligation on your part.

Check these NORELCO '35' features against any other dictating and transcribing machine at any price:

- ✓ **Magazine Loading**— fumble-proof, jam-proof
- ✓ **Extra-Long Dictating Capacity**— 35 minutes on one reel
- ✓ **Easy Portability**—only 8 lbs.
- ✓ **True-Fidelity Sound**— prevents fatigue in transcribing
- ✓ **Automatic Counter**— extra accurate; pinpoints words
- ✓ **Modern Decorator Styling**— blends with any decor
- ✓ **Only 5 Controls**—for all functions: dictating, playback, fast-forward, fast-rewind, quick-review, quick-erase, and stop.
- ✓ **Full Line of Accessories Available**—headset, earpiece, typewriter control, foot control, telephone attachment, conference loudspeaker, log pads, microphone, carrying case, etc.

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NORTH AMERICAN PHILIPS CO., INC. • NORELCO® • DICTATING EQUIPMENT DIVISION

arose. Such friction, no matter how infrequent, can be a destructive force in any office. Company officials thought that a secretarial training program would provide a golden opportunity to bring the sources of these interpersonal difficulties into the open. Mr. Alderfer says, "We decided to let the girls take their hair down and tell us what was bothering them, if anything. By discussing each problem fairly, and then advising secretaries how to overcome or sidestep it, future difficulties could be avoided or alleviated."

The course the company set up consisted of one two-hour session a week for six to eight weeks, depending on the group (see below). In addition, each student had about an hour's homework between classroom sessions. She could do it or not, as she chose. Enrollment was voluntary. Just about every girl, who was eligible, signed up. Examinations were given at the end of the course, and graded, but no permanent record was kept of the marks.

There were approximately 40 employees in the home office who were eligible for training. Of these, about 12 were secretaries to top executives. The remainder of the group was split, half and half, between stenography pool transcribers and secretaries to lower-echelon executives. The girls in these latter categories went to school first. Two classes were formed, each lasting six weeks. The training consisted almost entirely of lectures, and laid heavy emphasis on secretarial duties, English usage and grammar, spelling, letter layout, and telephone manners.

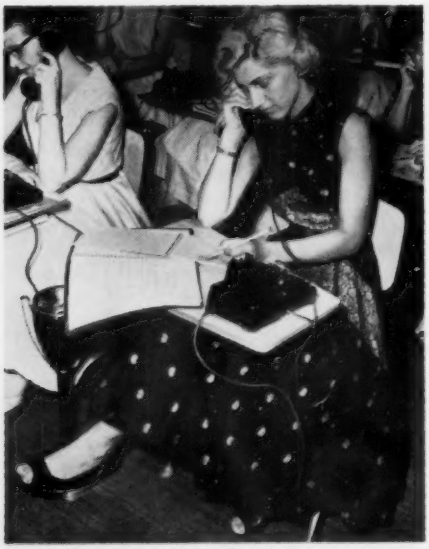
The course for secretaries to top executives lasted eight weeks (the two extra weeks were added by popular demand) and consisted largely of seminars. The material taught in the earlier sessions was covered, but not in as much depth since a great deal of it was already known to the students. In

Training director Henry Alderfer taught most of the Combined Insurance Co. secretarial school classes. The cost of training 40 girls was less than $500.

the time thus created, the girls discussed the problems that bothered them on the job.

In both classes, four books were used: *Secretarial Practice for Colleges* (Third Edition), and a related *Problems and Jobs* exercise manual, both by Fisher and Pendery; *Practical Business English for Colleges,* by Walker and Aurner; *College Spelling* (Second Edition), by Oberly. Both of the latter are also exercise manuals. All four titles are published by South-Western Publishing Co., Chicago.

The textbook, supplemented by the three manuals, proved extremely useful, according to Mr. Alderfer, in helping the girls correct a number of mistakes that had been bedeviling their work. Among these errors were: improper hyphenation at the end of a line; misuse of such words as "who" and "whom," "like" and "as," "further" and "farther"; wrong placement of commas, semicolons and periods; incorrect capitalization and use of tenses. By completing the exercises in the English manual, students gradually learned how to handle these and other elements of punctuation and grammar.



Girls were coached on how to answer calls from pesky salesmen, the boss's friends, his wife and the boss's boss.

The girls were taught how to use logic, as well as memory, to figure out the correct arrangement of letters in hard-to-spell words. The secretarial practice manual provided additional exercises in spelling and vocabulary building. One chapter contained a number of business letters which each student typed according to various styles of layout, while another section provided training in telephone diplomacy (for example, the student was asked what she'd tell an important caller when the boss was out playing golf).

This and several other ticklish telephone situations were acted out in class. The telephone company sent over several dummy instruments which added a touch of realism. The girls had to handle imaginary calls from pesky salesmen, the boss's wife, the boss's boss, his personal friends, and others. The character of the mythical employer was changed frequently to show the girls how the decision to put a given caller through, or not to put him through, must be tied closely to their observation of the boss's personality and work habits.

A representative of the telephone company gave tips on how to handle calls properly. Among the points covered were the need to identify yourself (instead of just saying "hello"); the importance of a warm, friendly voice; the

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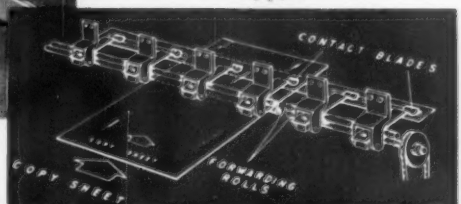

This dependable mechanism is sensationally efficient. Continuous action Forwarding Rolls instantly advance paper to Registration Rolls (not shown). As paper passes Contact Blades, it interrupts current, starts Registration Rolls, then Duplicator Drum in a timed sequence. Even the smallest practical size form sets duplicator in motion.

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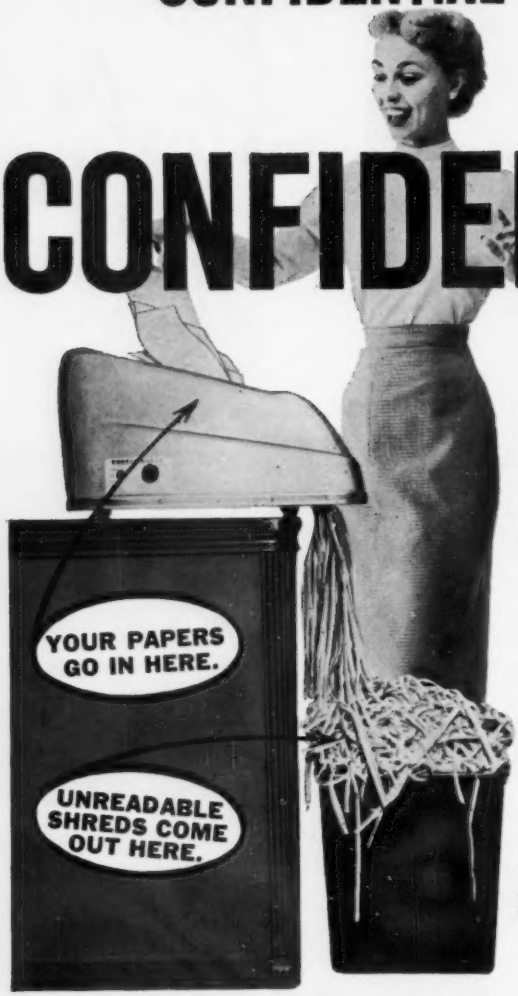

Keep your confidential papers and records from the prying eyes of unauthorized persons by quick, easy destruction right in your own office with the SHREDMASTER Bantam 10. Anyone can operate. Just drop papers in and unreadable shreds come out. Exclusive gravity feed provides quicker shredding. Gives greater capacity by shredding multiple thicknesses of paper. Handsome, modern design and clean, noise free operation suitable to any office. Yours at a new low price.

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Manufacturers of the **Clipper 14**, only heavier duty shredding machine suitable for office use.
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For More Information Circle No. 263

value of speaking clearly, and the disadvantages of getting into arguments with the voice on the other end of the line.

Secretarial duties were analyzed in detail. Mr. Alderfer, impersonating various executive types ranging from the stickler for detail to the boss who likes to delegate a great deal of responsibility, showed the girls how their performance of such duties as taking dictation, opening the mail, and arranging appointments, had to be modified accordingly.

In the class for top-executive secretaries, this phase of the training included a discussion of problems suggested by the group. The question of what to do when the boss gives dictation at ten minutes to five was one of the items covered. (Answer: If he insists, do the work cheerfully. Then, if you're unhappy, ask for a transfer.) The girls also talked over the best methods of making suggestions to the boss, of keeping a messy executive desk in order without getting in the executive's hair, and related topics. There was no attempt to come up with hard-and-fast rules, but rather, as Mr. Alderfer puts it, "To give the girls new insights that might prevent future misunderstandings on the job."

One indication that Combined's training school paid off is provided by the three tests given to each group at the end of the course. These covered spelling, word usage, grammar and punctuation, and are the same ones used by many business schools. Eighty per cent of the students answered 75% or more of the questions correctly, and none of the girls missed more than half

Telephone company representative teaching telephone techniques at Combined Insurance Co., Chicago.

of them. Even more important, says the firm's training director, since "graduation" there has been a noticeable improvement in the quality of the work turned out by the stenography pool and by some secretaries.

The benefits produced by the non-academic phases of the training are harder to measure. Informal discussions between members of the training department and secretaries who went through the course, however, indicate the girls learned a lot that they have been able to apply on the job. There have been appreciative comments from several company executives, too.

"Many secretaries have mentioned that they look at their jobs differently, now," explains Mr. Alderfer. "The training has made them feel more creative. They have asked that we organize additional sessions, which indicates a continuing desire for self-improvement. We feel that, by fostering this spirit of creativity and desire for self-improvement, the school has accomplished its most important objective."

Caloric's Perpetual Inventory System

WERNER N. DAVIDSON, Controller,
Caloric Appliance Corp., Topton, Pa.

WE HAVE long been a proponent of having the accounting division function as a service bureau to other departments and divisions, rather than permit it to exist as a separate and independent entity. Administrators and supervisors have been encouraged to divorce themselves, as much as possible, from any paperwork incidental to the performance of their duties and have been impressed with the fact that any data or statistics required can be developed more efficiently and economically with equipment and clerical labor, rather than divert their time from managerial functions. It has been the aim of our accounting division to provide the department heads with re-

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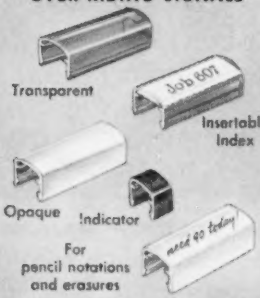

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Lightweight panels contain clear plastic tubes which are individually removable and may be shifted from one position to another . . . Clarity of tube provides full legibility of contents.

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For More Information Circle No. 262

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The Masterlith compensates *automatically* for different stock weights. You will get excellent reproduction on every piece, no matter what the mix in your systems packet — without "adjustments" by the operator.

Masterlith's complete control of the stock throughout the duplicating cycle lets you process forms of different widths in any assortment.

Right and left joggers make it easy to run narrow forms (with partial information from either side). They provide easy adaptation for running two individual cards or narrow forms at once.

All these features — *standard* on Masterlith — give you a head start in any systems setup. They assure better quality of work — make the operation easier, faster. For a demonstration, call the Photostat Corporation office in your city, or write:

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P. O. Box 1970 OF, Rochester 3, N. Y.

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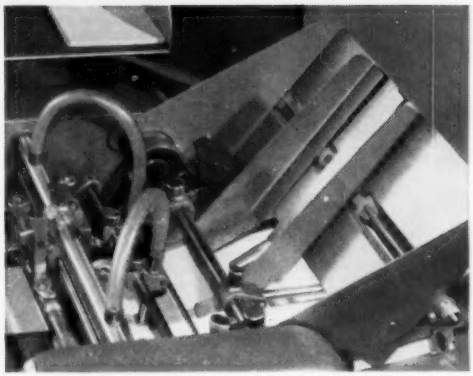

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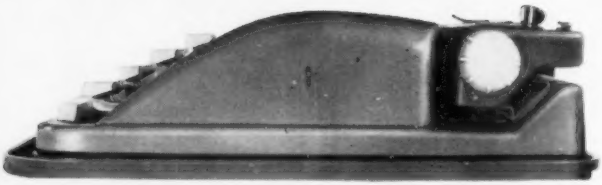

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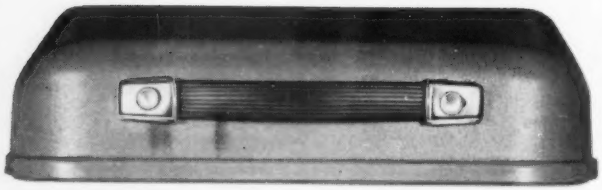

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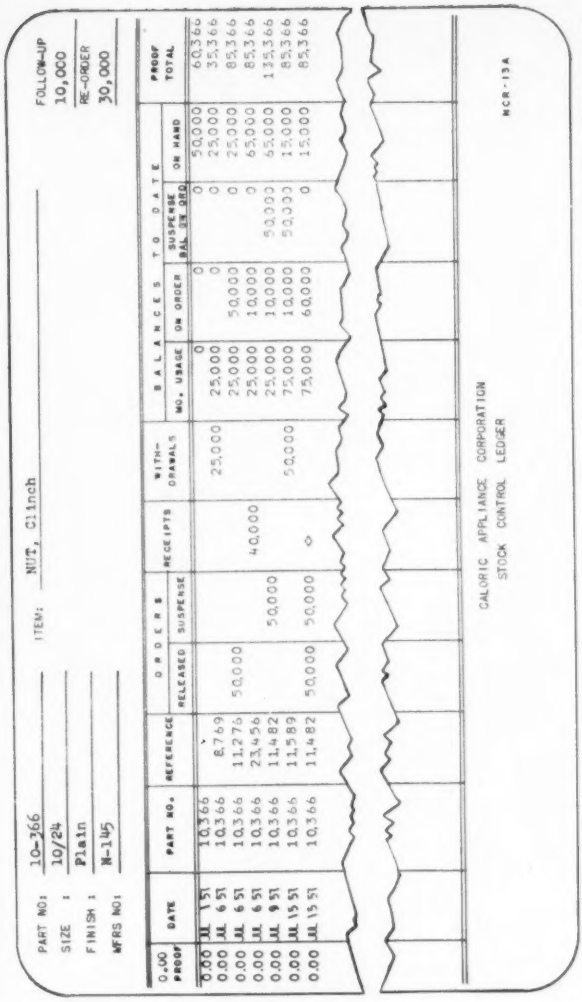


PART NO: 10-366
SIZE : 10/24
FINISH : Plain
MFRS NO: N-145

ITEM: NUT, Clinch

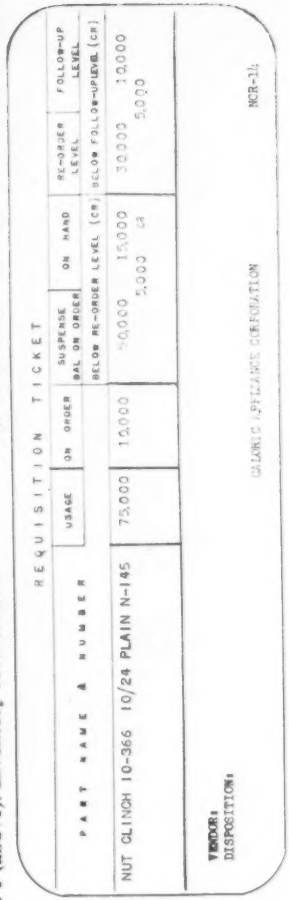
FOLLOW-UP 10,000
RE-ORDER 30,000

0.00 PROOF	DATE	PART NO.	REFERENCE	ORDERS RELEASED	ORDERS SUSPENSE	RECEIPTS	WITH-DRAWALS	BALANCES TO DATE WO. USAGE	ON ORDER	SUSPENSE BAL. ON ORD.	ON HAND	PROOF TOTAL
0.00	JUL 1 51	10,366						0	0	0	50,000	60,366
0.00	JUL 6 51	10,366	8,769				25,000	25,000	0	0	25,000	35,366
0.00	JUL 6 51	10,366	11,276	50,000				25,000	50,000	0	25,000	85,366
0.00	JUL 6 51	10,366	23,456			40,000		25,000	10,000	0	65,000	85,366
0.00	JUL 9 51	10,366	11,482		50,000			25,000	10,000	50,000	65,000	135,366
0.00	JUL 15 51	10,366	11,589				50,000	75,000	10,000	50,000	15,000	85,366
0.00	JUL 15 51	10,366	11,482	50,000	50,000			75,000	60,000	0	15,000	85,366

CALORIC APPLIANCE CORPORATION
STOCK CONTROL LEDGER

NCR-13A

Fig. 1 (above). Inventory record card.



REQUISITION TICKET

PART NAME & NUMBER	USAGE	ON ORDER	SUSPENSE BAL. ON ORDER	ON HAND	RE-ORDER LEVEL	FOLLOW-UP LEVEL
	BELOW RE-ORDER LEVEL (CR)			BELOW FOLLOW-UP LEVEL (CR)		
NUT CLINCH 10-366 10/24 PLAIN N-145	75,000	10,000	10,000	15,000 5,000 CR	30,000	10,000 5,000

VENDOR:
DISPOSITION:

CALORIC APPLIANCE CORPORATION

NCR-11

Fig. 2 (below). Advice to purchasing department.

quired information as speedily as possible and to present the data in the most useful manner without regard to the accounting problems involved.

A recent request from Caloric's director of purchases resulted in a radical change in the operation of our perpetual inventory system and a method was developed to relieve the purchasing department of almost all paperwork connected with inventory records. Our perpetual inventory records, for many years, had been kept manually on a visible card system which required operation by specialists familiar with the terminology and nomenclature of

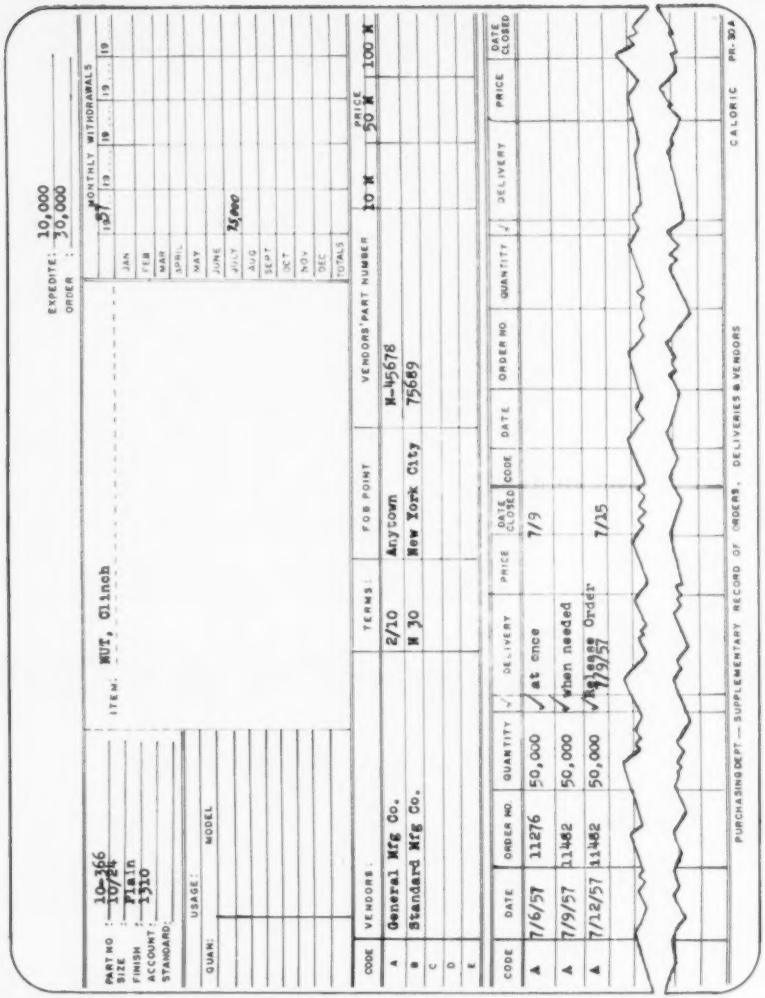
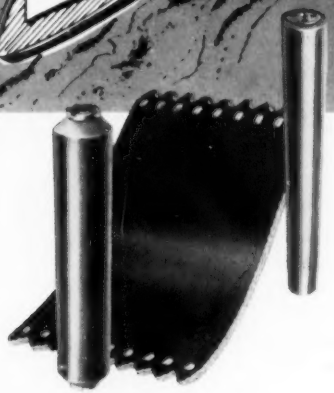


Fig. 3. The traveling requisition.

items ordered, received and disbursed. As with all manual operations, mathematical errors in adding to, or subtracting from, inventory balances, as well as postings made in wrong columns, resulted in rush orders, costly expediting, premium transportation and, worst of all, lost time in the production departments. Invariably, if a clerical specialist was ill or absent, work was not up to date and the purchasing department was unable to get necessary information as quickly as required. All in all, the manual inventory method was slow, cumbersome and generally inefficient.

(Continued on page 182)



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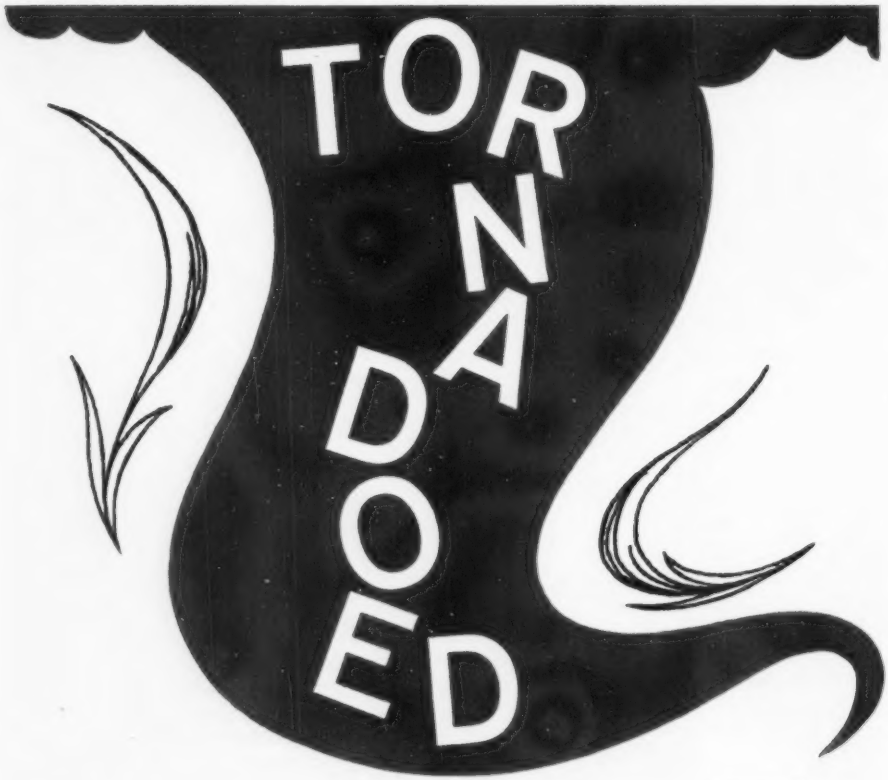

*The entire building was demolished!**

Some days later, dug out of the rubble approximately two hundred yards from its original location, the company's Odhner Adding Machine came to light.

Picked up, it was plugged in—and tornado or not, *it worked!*

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*an actual case history record: tornado demolished Concrete Material & Construction Co. of Cedar Rapids, Iowa (field office building near Eskridge, Kan.), April 2nd, 1956.

For More Information Circle No. 306

Integrated Data Processing

(Continued from page 75)

was obtained. For example, a customer's order could be typed on the special typewriter to produce a typewritten record of the order. At the same time that this "hard copy" was produced, the typewriter with its auxiliary tape punching equipment, was also producing (as a by-product) a punched paper tape containing all or selected parts of the information that was typed. In addition, part of the typing could be done by a prepunched paper tape rather than by a human operator. The tape produced by this typing operation could then be removed from the punch, taken to another typewriter and inserted into the tape reading device where, accompanied by certain manual keyboard operations, it could activate the typewriter to type out sales analysis information, order picking information and related data.

The integration was achieved by manually writing only *once* the information needed repetitively. For all subsequent uses, the punched tape did the transcription work.

The use of paper tape punching and reading equipment is not an essential part of IDP. But, because it was publicized with punched paper tape pro-

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FAN-TOP DESK
***by* BENTSON**

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Like all Bentson executive models, the Fan-Top desk looks important . . . *is* important and represents a standard of success in the modern office. Available in a wide range of colors plus exclusive Perma-Hush construction which assures quality performance for any office function.

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ducing and reading equipment, IDP has to date been closely identified with such equipment. Where it has not been associated specifically with that equipment, it has been associated with relatively small size, inexpensive equipment of a similar or related nature. Such equipment is usually characterized by an ability to accept or produce (or both) information in coded forms on an easily transportable medium, such as holes in a paper tape. Also, such equipment is usually characterized by a limited computational capacity, and by the absence of a generalized ability to operate automatically.

The first of the tenets listed by the United States Steel speakers was the origination of data in machine (common) language at the earliest possible time. This language is a code system to represent information in a way that allows it to be accepted by a machine without the "translation" service normally provided by a human operator. Punched holes in paper tape represent one form of machine language because these holes can be accepted by the machine as representing information without human operators depressing any keys, pushing any buttons, or otherwise manually telling the machine what the information is. The holes in punched cards can be considered a machine language because they can be utilized by the machine as representing information without the intervention of a human operator. Notice that this amounts to a crude level of communication between machines.

The data origination principle is clearly not limited to paper tape producing and using equipment. Rather it is applicable to any type of equipment which can be used with a machine language medium. It is, in fact, this nigh universality that has led to much of the development of and stress on IDP. Manufacturers of equipment and supplies have taken up the cause of IDP as a way to help sell their products, and thus serve their customers.

For example, over the course of the last few years, paper tape punches and readers have been introduced that can be attached to calculating machines, cash registers, adding machines, etc. In addition, manufacturers of such supplies as punched cards, paper tape and paper forms have not overlooked the opportunity of making adaptations in their services and supplies to better fit them to IDP.

In short, IDP which began originally as a narrow, machine centered concept, has gradually broadened as people realized the fundamental importance of the data origination principle. This first principle is applicable far beyond the limits of paper tape equipment. It can be applied to punched cards through the use of typewriter card punches, and to other media through the use of equipment specifically designed to assist in producing and reading information in machine language.

Other principles have strongly influenced the course of IDP development. These are that information, once written in machine language form, be handled and processed entirely by machines that accept information in their language. After having been originally produced as a by-product of the creation of some original form or document, later operations performed by the later

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For More Information Circle No. 319

machines in the series retranscribe by machine all or part of the information originally punched into the tape. Operations performed on the information punched into paper tape normally are limited. Although the operations themselves are not integrated, the communication of information between various machine operations is integrated by the use of the common language media. In practice, therefore, the integration has not been in terms of forming complex interdependent data processing functions, but in terms of easing the burden of repetitive handling of data that is common to several operations. This relieves human beings of part of the labor. The magnitude of this gain cannot be denied, but neither can the limited nature of the processing normally done from information presented on common language media.

The information communicated via common language media, such as punched paper tape or punched cards, often appears in edited form. But it is not limited to this because, with presently available machines, the information communicated to one machine can be processed to produce new information. This can be provided in machine language form and, in turn, taken to some other machine which accepts it, processes it, and produces still other information. Such processing is slow, but it lies within the enlarged concept of IDP.

To see the place of IDP in business operations, it is helpful to make a comparison by considering the place of automatic computers in business. Automatic computers offer several important advantages over alternative data

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For More Information Circle No. 320

processing equipment: faster, more accurate, more extensive, more complex and more reliable processing of information. These advantages stem primarily from the fact that automatic computers process information within themselves at great speeds and with great accuracy. Also, because of their control arrangements, very complex, interdependent and lengthy sequences of data processing can be performed.

The communication link between the automatic computer and the user of it are the input and output units. These units by their present nature are slower, less accurate and less reliable than is the rest of the computer. Since the input and output units are primarily electro-mechanical machines, they are (within the limits of present technology) not capable of the operating speeds characteristic of the rest of a computer.

To obtain the best speed from an automatic computer operation, it is wise to minimize the amount of input and output information. But the amount of input information in business applications is often large. This raises the question of what can be done to minimize the amount of input information needed for an application.

In the course of doing data processing in business, the information that originally resulted from one transaction is combined with the information obtained from other transactions. This information is processed with information obtained by processing information obtained from still other transactions. The later stages of the processing then condense and reduce this volume of information to manageable form. When

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Pre-aligned carbons and second sheets for typewritten copies.

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an automatic computer is employed in business, it is usual to apply it only in the later stages of the processing procedure. In such situations, the volume of input information entering an automatic computer is typically large. This places a heavy burden on the input equipment.

To reduce this burden of input, one thing that can be done is to avoid using as input the source of information together with the results from preceding processing, but rather use as input *only* the source information itself. Since an automatic computer processes data more rapidly (at present) than it accepts input information, it is often desirable to let the computer do the processing that used to be done to information before it became input. This has the effect of enlarging the amount of data processing that a computer must do and reducing the amount of input information required.

Because of this, often the most efficient use can be obtained from an automatic computer when input information is converted into machine language immediately after the original transaction. This precept, of course, is the same as the first principle noted earlier of IDP as it was originally publicized. The principle, therefore, is not limited to the use of paper tape or other similar equipment, but applied with equal or greater force to the use of an automatic computer in business.*

Automatic computers are much more capable at data processing than are the machines typically used in most of

*For a more detailed discussion of this point, see Ned Chapin, *An Introduction to Automatic Computers* (D. Van Nostrand Co., Princeton, N. J.)

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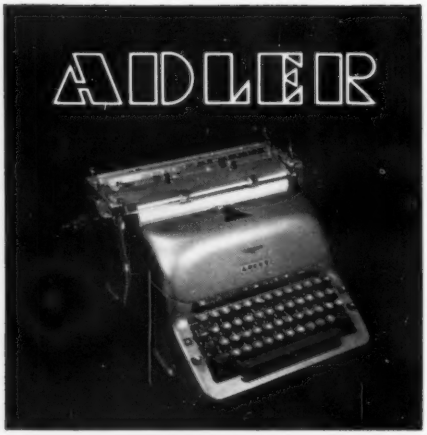

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For More Information Circle No. 253

what are referred to as "IDP installations." This is because such data processing involves an important element of communication. In the past this element of communication was done by human operators of separate machines. More recently, this communication is done by physical or electrical means. In the case of an automatic computer, the functions performed by separate machines are incorporated into the one complex aggregation of machine units, and the communication is handled by cables that serve as electric pathways.

The second and third principles of IDP, as originally publicized, basically relate to the means of communication between machines. Where separate independent machines are considered, the application of these principles gives rise to improved data processing performance from the machines. Where an automatic computer is considered, the need for these principles disappears because communication is largely built in.

Is IDP an intermediate stage between manual processing and automatic processing? It is intermediate only in terms of the amount of money invested in equipment. It is not necessarily intermediate in terms of the cost per unit of data processing accomplished, nor is it intermediate in terms of the level of sophistication in data processing. The second and third principles cited earlier stress this.

Is the use of IDP an alternative to using automatic computers? Yes. Is the use of IDP a level beyond the use of

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cover your own dampening rolls with

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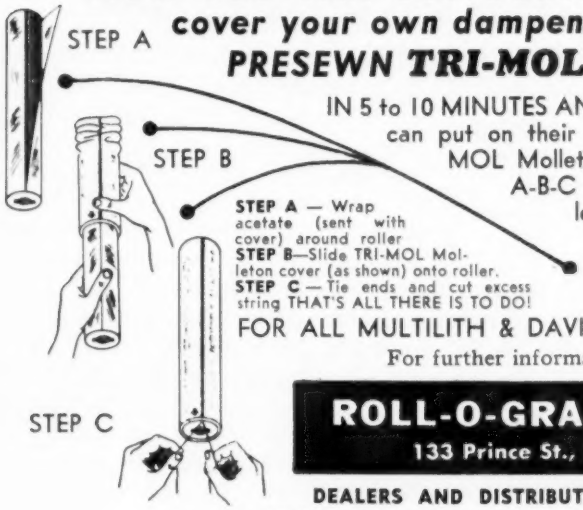

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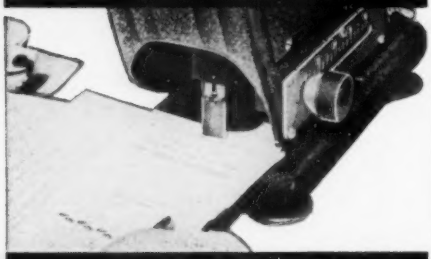

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For More Information Circle No. 322

automatic computer? No. IDP concepts can be used to organize methods of doing data processing and the processing accomplished is always something that could be also accomplished by using an automatic computer. But an automatic computer can be used to do data processing beyond the capability of, and faster than, processing done by IDP equipment. This is because of the exceptional combination of performance capabilities present in an automatic computer.

Is IDP an extension of the use of punched cards? Is IDP associated with the use of particular items of equipment or of particular services? Answers to these questions require qualifications. Since punched cards can serve as a communication media, the use of punched card equipment can be considered an example of IDP if the three principles cited earlier are present. But since the traditional use of punched card equipment excludes the application of the first principle cited earlier, IDP cannot properly be considered to be an extension of punched card techniques. IDP, however, is associated with the use of machines that accept and produce a common language media of communication. Also, IDP is associated with the use of products or services which can serve as communication media to meet the common language need stressed in the second and third principles cited earlier. But since the variety of machines, products and services increases each month, IDP cannot properly be associated with any particular machine, product or service, or with any particular supplier or manufacturer.

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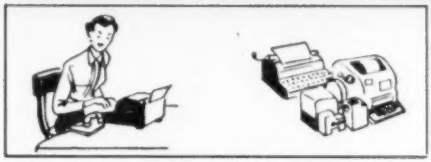

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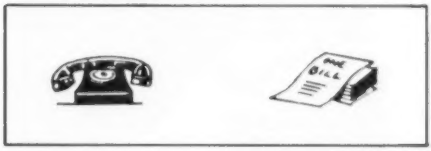

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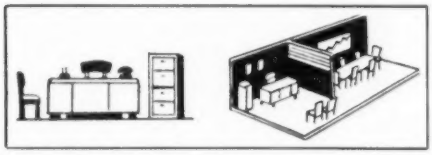

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For More Information Circle No. 231

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This may sound melodramatic, but girls do get carried away over the *New* Thomas Collator. The modern functional design looks well anywhere. It's been designed for the operator to handle collating in the *fastest* and *easiest* way possible. No more mad scrambles and hectic last minute deadlines. The Thomas Collator turns a time consuming and irritating chore into a pleasant and efficient job.

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Thomas Collators Inc.

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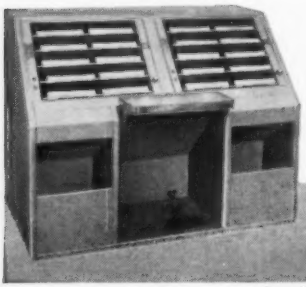

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For More Information Circle No. 259

RIGHT or WRONG in Employee Relations

A ROUNDUP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

Can You Dictate the Clothing Habits of Female Workers?

What Happened:

Patsy Hunter worked in the mailing department, but occasionally she was assigned to operate an offset duplicator. One morning, her supervisor told Patsy that she must come to work in jeans instead of a dress. The next morning Patsy appeared wearing a blouse and skirt. The supervisor repeated his order, and told her that if she didn't obey, she would be properly disciplined.

Patsy went to the general manager. He told her she didn't have to wear slacks because most of her work did not involve machine operations. When the supervisor learned of Patsy's action in going over his head, he stormed into the manager's office and demanded "what gives?" The general manager, realizing that he had used bad judgment, called Patsy back and told her she must wear slacks. Patsy came to work the next day sporting a dress. She was promptly given a five-day layoff.

Patsy didn't like this, and filed a grievance which went to arbitration. She protested against the penalty as follows:

1. I am being discriminated against. While most girls who work on a machine wear jeans, some of them don't. There is no firm policy.

2. The manager said I could wear a dress, but changed his mind. Management itself can't agree on what is right or wrong.

3. There is no safety hazard in my wearing a dress.

The company came back:

1. While we did not enforce the "jeans rule" uniformly, there is no rea-

son why we cannot exercise our rights to do so.

2. Patsy received two warnings, and that's enough.

3. We agree that no safety rule was involved, but we have a right to establish clothing regulations. Patsy's dresses were in bad taste, as her job required much stooping and bending.

Was Patsy:

RIGHT □ WRONG □

WHAT ARBITRATOR PEARCE DAVIS RULED: "The company's presentations in this case make it clear that there was a second reason for the supervisor's demand that the grievant wear jeans. This second reason may well have been the major motive. The grievant was required to wear jeans for reasons of 'decorum, appropriate dress, ethics.' Perhaps even 'morals' should be added to this list. The arbitrator observes that the company has every right to require all female employees to wear jeans for these reasons, if it so desires. The company's stand in this respect would have been upheld by the arbitrator if (1) such requirement had been communicated to the employees prior to attempts to enforce the regulation, and (2) if such requirement had been uniformly applied to female employees in circumstances similar to those of the grievant. However, these conditions were not fulfilled in this case. The company shall reimburse Patsy Hunter for compensation lost through the disciplinary layoff."

Are False Unemployment Claims Cause for Discipline?

What Happened:

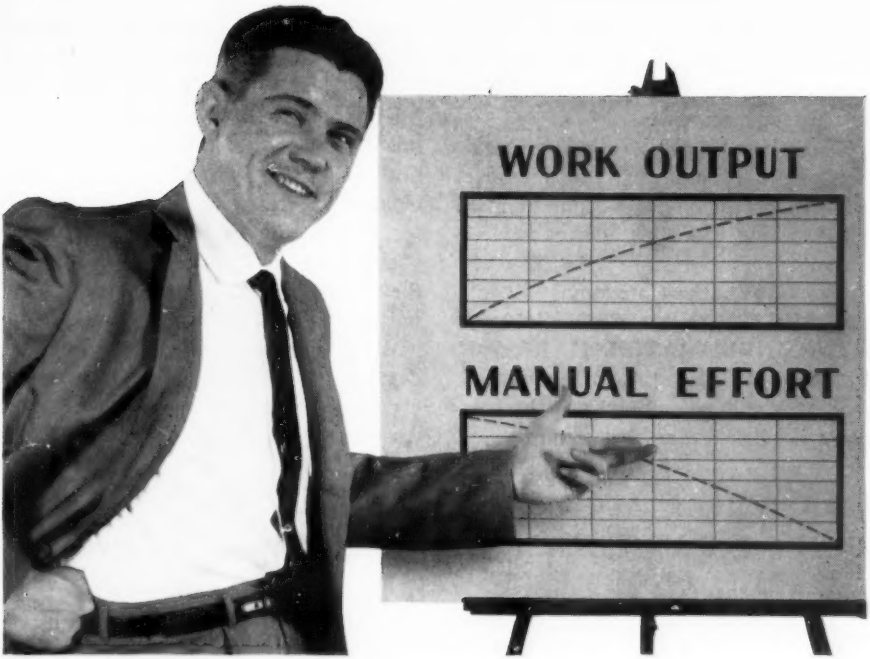
In a survey conducted by the company, it discovered that 1% of its employees had, at one time or another, made false claims for unemployment insurance. The company posted a notice on the bulletin board that it would discipline any employee who was discovered collecting jobless benefits which he wasn't entitled to. The employees took exception to this notice and filed a grievance which came to arbitration. They argued:

1. When an employee makes a claim for unemployment compensation, he is not on the company's payroll, and therefore not subject to its rules.

2. If the employee has made a false claim it is up to the state to prosecute him, not the company. You cannot try a man twice for the same offense, in accordance with common law.

The company's answer was:

1. When a man makes a false claim



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For More Information Circle No. 315

for unemployment insurance, he is cheating the company because management foots the entire bill for jobless benefits in most states.

2. Dishonesty affects the relationship between the employer and employee and the company has a right to make rules which penalize dishonest employees.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR HARRY H. PLATT RULED: "A worker who is laid off is still an employee of the company because he retains seniority and recall rights. If he makes a fraudulent claim for unemployment benefits, he is subject to the company rules. The other argument that an employee cannot be held in double jeopardy does not hold water. When an employer discharges an employee for dishonesty or theft does that stop the state from prosecuting him? It does not. And by the same token, if a state agency presses charges against a worker for making false unemployment claims, the company is not prohibited from exercising its right to penalize dishonest workers. The grievance is denied."

Can an Employee, Facing a Pay Cut, Demand a Layoff?

What Happened:

An employer found that he had a surplus of bookkeeping machine operators. He advised two junior workers in that classification that they would have to exercise their seniority and bump two others in lower-rated jobs. They were offered jobs paying about $18 a week less than they were making. The machine operators said they were unwilling to accept the cut in pay and asked to be laid off. The employer was anxious to keep these skilled employees, so he assigned them to the lower paying jobs despite their request. When they refused this, they were discharged. They protested, and the case came to arbitration. The employees argued that seniority protection implied the right to chose a layoff rather than demotion. The employer disagreed, saying that seniority meant that the employees had to remain with the company to continue their seniority.

Was the Employer:

RIGHT ☐ WRONG ☐

WHAT THE ARBITRATOR RULED: "Although there are advantages to the company in retaining experienced employees, there are also advantages to the employee in taking a layoff and seeking employment at her skill. Public policy, as set forth in the unemployment compensation law, favors the employment of workers at their best advantage. Under the law an applicant must be ready only to accept 'suitable' work in order to be eligible for unemployment insurance. The jobs offered by this employer are at a substantially lower wage, and not in the employees' line of work. They would not be considered 'suitable' under the law. It was unreasonable, therefore, for the company to expect the employees to accept the jobs. The discharges should be withdrawn and the employees placed in layoff status."

MR. E. P. JORDAN, JR.,
General Sales Manager

A. B. Dick Company,
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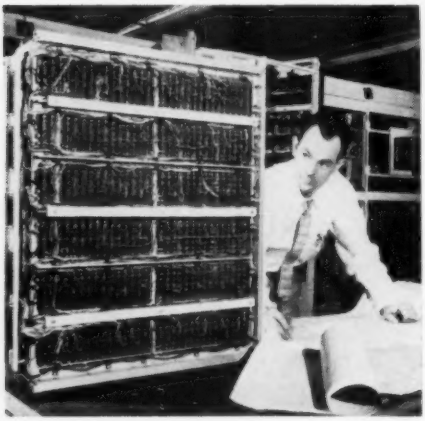
For More Information Circle No. 229

New Products

COMPUTER DATA CORRECTION

Datamatic Div., Minneapolis-Honeywell Regulator Co., Dept. E7, Newton Highlands 61, Mass., announces Orthotronic Control for their Datamatic 1000 electronic computer which detects and automatically corrects errors at any one of a series of check points throughout the system. Lost, damaged or garbled words are resurrected and restored to their proper sense and sequence in 1/20-second without human intervention. The operator receives a typed note informing him that a passing mistake has been discovered and corrected.



This eliminates tedious manual searching of files or time-consuming tape reruns when electronic tape, operating at 120,000 decimal digits a second, is occasionally affected by dust or other adverse influences. Orthotronic Control assures virtual uninterrupted accuracy in data processing, eliminating unproductive machine time. **For More Information Circle No. 199.**

FOLDER-INSERTER

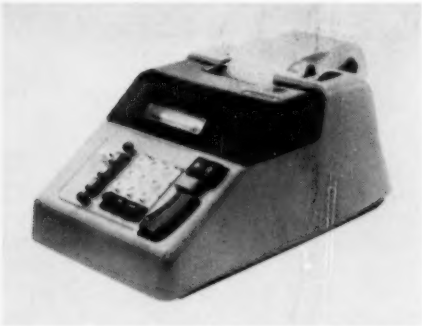
Pitney-Bowes, Inc., Stamford, Conn., makes a folder-inserter which occupies less than 2 x 4 ft. of desk or table space, and can be set up in seconds and easily operated by any office worker. Practical for short as well as long runs, the machine will automatically fold and stuff

about 200 letter-size sheets in three minutes. Electrically driven, it feeds, folds and inserts invoices, statements, bulletins, releases, advertising material and other forms into envelopes at speeds up to 4000 an hour. Two enclosures can be inserted in envelopes by putting the material through the machine twice; and several pieces can be inserted in one operation by nesting them together in advance. Two Pitney-Bowes units (model 3300 inserting machine and either of its two standard folding machines) comprise the folder-inserter which can be operated as a separate inserter as well as hooked up with the folder: as a single inserting unit, as a combination with a PB folder, and as an

addition for thousands of the company's present folding machine users. The folder-inserter handles most standard envelopes up to 9½″ long by 6″ deep, and a wide variety of enclosures up to 8⅞″ by 5½″, folded in any weight of paper from 16 to 32 lbs. and of any thickness up to 3/32″. The automatic feeding mechanism allows the size of the paper to control the machine's timing, and the machine can be set up by a girl, without tools. Envelope hopper and feed plate can be replenished continuously. Stuffed envelopes can be removed from the stacker at a normal pace while machine is running. The new inserter is a smaller model of the high-speed model 3100 inserting machine which Pitney-Bowes introduced 18 months ago. In small and average-size offices, it will do folding and inserting jobs at least eight times faster than by hand. **For More Information Circle No. 130.**

ADDING MACHINE

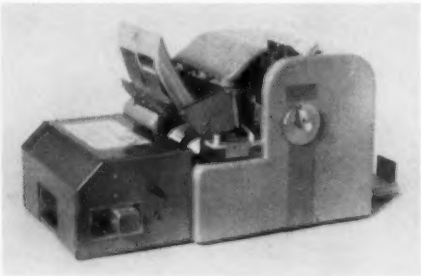
Olivetti Corp. of America, 375 Park Ave., New York 22, N. Y., announces the Olivetti Electrosumma 22, a fast, light, compact adding-listing machine with high capacity, direct subtractions, credit balance, credit balance indicator and an



automatic date or code printer. Any girl in the office can easily move the Electrosumma 22 from one desk to another. The machine cycles 220 times per minute, has 12-column entry and 13-column total capacity and weighs 22 lbs. It requires relatively little desk space, measuring 9½″ wide by 14½″ deep. When the date key is pressed, it prints the pre-set date (or 4-digit code number, such as operator number) on the left side of the tape. Calculations are printed on the right side of the tape. The touch-operated ten-key keyboard is fast and comfortable, with primary control keys (including extra large add bar) at right and secondary control keys at left. Double and triple zero keys speed cipher entry. Multiplication by repeated additions is practical because of machine's high speed. Direct subtraction also makes possible short-cut and negative multiplication. Other features include electrified backspace key, electrified clearing key, electrified non-add key, repeat key, non-print lever, large printed numerals grouped for easy reading, easy paper insertion and ribbon change, and removable electric cord. The Electrosumma 22 sells for $345 plus $18.98 FET. **For More Information Circle No. 140.**

ADDRESSING MACHINES

Duplicard Addressing Machines Co., 1010 E. Chestnut St., Santa Ana, Calif., makes eight Duplicard Addressing Machines ranging in price from $125 for the



hand-operated, semi-automatic Model F to $865 for the electrically powered, automatic Model EW. Addressing is done directly from 3″ x 5″ file cards (Duplicards) using the spirit process. Duplicards, complete with carbon, are $12 per 1000 and useful runs of from 150 to 225 impressions are possible by typing address masters with a silk or nylon ribbon and using a plastic backing sheet. All Dupli-

card machines feed folders, leaflets, bulletins, gummed labels and magazines up to 32 or 36 pages, as well as envelopes and postcards. Electric models print 5400 addresses per hour. An automatic stop prevents names from being missed if an envelope fails to feed. One model is designed for printing addresses at the bottom rear or on folded edge of magazines. Another model will print anywhere on an 8½" x 11" piece and uses masters up to 6" x 10" such as ledger cards. The low-cost Model F addresses postcards, envelopes, etc., from 3" x 5" to 7" x 11". **For More Information Circle No. 203.**

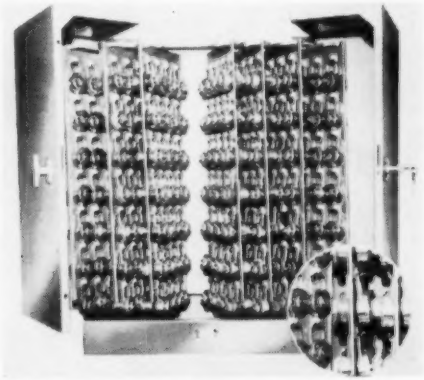
PHOTOCOPIER

Business Photo Methods Div., Eastman Kodak Co., 343 State St., Rochester 4, N. Y., announces the deluxe Verifax Viscount Copier which can copy anything from a business card to a 10" x 16" form. It has an improved paper feed assembly, and trimmer guide assembly for 10" paper. An automatic timer compensates

for changes in electrical voltage. With the addition of the Viscount, there are now four copiers in the Verifax line: Verifax Bantam Copier ($99.50); Verifax Signet Copier ($148); Verifax Copier, Letter Size ($240); Verifax Viscount Copier ($425). All models make multiple, photo-exact copies. Up to five copies of any typed, drawn, written, or printed original may be made on the Verifax Viscount Copier at a materials cost of about 2½c per copy. Capable of making intermediates or masters on Verifax Translucent Copy Paper for use in diazo-type printers, the Viscount is also adaptable for use with the Verifax method of producing offset duplicating masters. **For More Information Circle No. 123.**

PADLOCK STORAGE CABINET

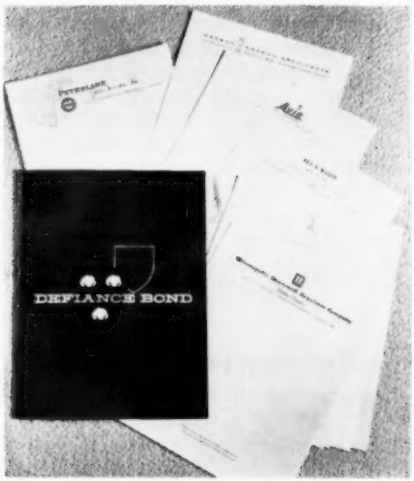
P. O. Moore, Inc., Dept. O-78, Glen Riddle, Pa., makes the Tel-Lox padlock storage cabinet which eliminates problems ordinarily involved with the safekeeping of valuable padlocks. The Tel-Lox cabinet organizes and files padlocks numerically for security and easy distribution. The numerical indexing system provides accurate records regarding file location and distribution of locks to personnel. The



cabinet is sturdily constructed with free swinging hook panels (maximum capacity 392 locks) and Vistascope doors for complete visibility and accessibility. Cabinet can be attached to a wall or fastened to a movable table to further simplify and speed the issuance of padlocks, and check and reclaim them afterwards. When not in use, it can be wheeled out of the way and securely locked. Tel-Lox cabinets are available in standard gray enamel finish and are constructed of the finest furniture steel. **For More Information Circle No. 137.**

LETTERHEAD PORTFOLIO

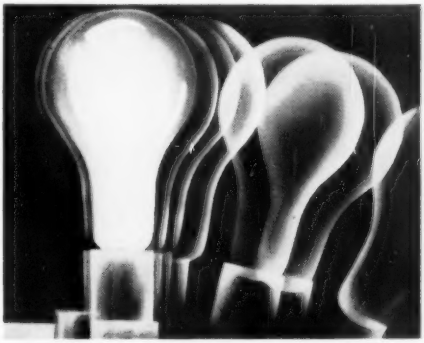
Byron Weston Co., Dept. OF, Dalton, Mass., offers a portfolio of distinctive letterheads illustrating modern design trends. Included are examples of business, industrial and professional letterheads produced by letterpress, lithography and die stamp engraving on the new Weston



Defiance Bond, a 100% cotton fiber letterhead paper. Defiance Bond, a familiar brand to buyers and users of fine paper for letterheads, policies and documents, now features a modern bright white color, high opacity and a pleasing cockle finish that is equally receptive to printing, typewriting and handwriting. For this portfolio, **Circle No. 178.**

SHOCK-ABSORBING LIGHT BULBS

Nu-Lite Corp., 41 S. 6th St., Newark 7, N. J., makes Nilex non-glare, rough service incandescent lamps which give up to 11,040 hours of service when operated at 120-volts; 5520 hrs. on a 125-volt line, and 3450 hrs. on a 130-volt line. Available in 70 and 110 watts in the 120 to 130 volt range, the lamp is said to have proved over 100 times more rugged than ordinary incandescent lamps by actual bump and shock tests because of its special shock-absorbing filament construction. Nu-Lite unconditionally guarantees free replacement of Nilex lamps that fail to give service for one year or 9000 hrs. Nilex lamps combine shock-absorption, vibration-proof qualities with a restful, pastel



green light as the answer to glare problem in offices, on work benches, machine shops, printing shops, factories, and in engineering departments. **For More Information Circle No. 171.**

MULTIPLYING ADDER

Monroe Calculating Machine Co., Orange, N. J., makes the 111V116 ten-key adding machine designed for automatic multiplication, addition, subtraction and

listing, which prints the results on tape. It automatically short-cuts multiplication, saving as much as 25% in cycling time. Accumulative multiplication and automatic

multiplication with constant are also time-savers. The machine performs negative multiplication as easily and rapidly as regular multiplication. It prints all minus amounts and decreases in red, and all increases in black which is valuable in figuring percentage of increase and decrease. Multiplication requires using only two extra keys. Each control key has a single function, eliminating dual-purpose keys. Each multiplication requires only three lines of printing: the multiplier followed by the multiplication symbol, the multiplicand followed by an equals sign, and the result. As in all Monroe ten-key machines, a system of interlocks prevents key piling and errors. This multiplying model has the smart styling of Monroe's 600 Series now on exhibit at the Brussels World's Fair as an outstanding example of industrial design. The machine lists 11 and totals 12, both positive and negative. Multiplying capacity is 99999 x 999999. **For More Information Circle No. 145.**

ADDRESS-PLATE STRIPPER

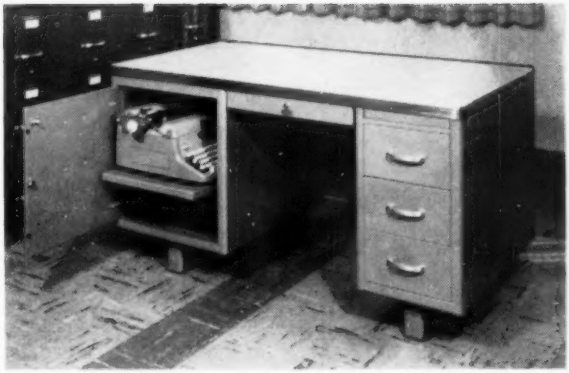
Addressing Machine Co. of California, 667 Mission St., San Francisco 5, Calif., has developed the Quik-Stripper to remove plates and cards from all commonly

used styles of Addressograph frames including frames holding more than one plate. The device is equipped with two hoppers: one to hold unstripped frames and one to hold stripped frames. The operator, working from the back of the frame, slides a frame over an opening in the table top of the Quik-Stripper. Plates and cards fall out and travel down a chute into a wastebasket. The operator never touches the embossed plate or the ink on the plate. She works from the back of the frame and cannot get grime on her fingers or ruin fingernails. The work is done easily and, depending on style of frame being stripped, two to five times faster than by hand. Five basic models are available and each model has adaptors as attachments to permit handling more than one style of frame. Adaptors can be furnished to remove any one plate or combination of plates, with or without the index card. Sold on a five-day approval basis. **For More Information Circle No. 102.**

BALLPENS

American Stencil Mfg. Co., 2714 Walnut St., Denver 5, Colo., introduces a line of Sure-Rite precision-engineered ballpens in two price lines: Sure-Rite Imperial retailing at 49c and Sure-Rite All Purpose retailing at 39c. Both lines feature king size and regular size. Sure-Rite pens have rigid plastic barrels, exposed stylus type points, full-length supply of brilliant, free-flowing, non-clogging ink, and an engineered, non-skip, smooth writing ballpoint. The Imperial pen comes equipped with an extra-fine writing point for bookkeeping, dictation and figure-work of all kinds. Both lines are available in eight permanent, yet washable, ink colors: blue, green, black, red, brown, gold, lavender and aqua. The line will also include a Repro pen with opaque black, red or green inks for Thermo-Fax or diazo reproduction, and a Laundry Marking pen with indelible black ink. Both these pens will retail for 59c. All Sure-Rite pens will be marketed in convenient one-dozen packs, or four-dozen to an attractive, space-saving counter display. For full information, samples and prices, **Circle No. 118.**

SECRETARIAL DESK



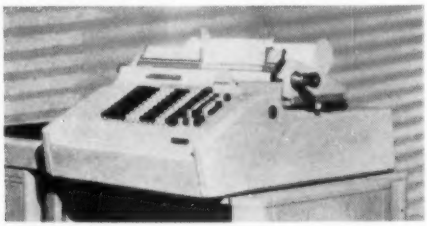
Bentson Mfg. Co., Aurora, Ill., makes a small, double pedestal, steel secretarial desk with the features of full size models. It is only 55" wide but has a full size (21⅜") typewriter pedestal with a safe, trouble-free elevator mechanism. The second pedestal is only 13⅞" but has three box drawers, or one box drawer and one deep file drawer, plus a pull-out reference tray. Center drawer is 19½". Like all Bentson flat top desks, this model is available with stainless steel edge, perforated steel back panel and aluminum contour legs. **For More Information Circle No. 152.**

FLEXIBLE POST BINDERS

Wilson Jones Co., 209 S. Jefferson St., Chicago 6, Ill., makes GrayLine Binders with Nylon Posts for housing the voluminous records produced on continuous forms by high speed tabulating machines. GrayLine Nylon Post Binders hold over 3000 marginally-punched sheets and keep them in easy-to-read and easy-to-use order. There are no hidden entries on any sheet. Every entry can be read, including data in the center margins of all pages. Loading is very easy. It is unnecessary to align and pile a stack of sheets over a rigid post. Simply bend the Nylon Post and thread it through the holes in the forms. The top cover locks in place over the posts and snaps closed with no protruding posts. GrayLine Binders hold both burst and unburst forms. Over 35 binders to choose from, depending on size and binding desired. **For More Information Circle No. 159.**

ELECTRONIC COMPUTER

Burroughs Corp., Detroit 32, Mich., announces the Series F2000 Computer that offers everyday businesses the advantages of computer techniques on frequent and repetitive computational problems, along with low original and maintenance costs.



The computer, with Burroughs mechanical plug-board program selector, is said to provide greater programming flexibility than computers costing more. Up to 19

memory units may be used for data storage of varying factors or totals. Among the data storage features are multiplier, multiplicand and product accumulator storage. Four or more routines may be programmed on each interchangeable mechanical plugboard and each program directs the computer through all its automatic operations. All mathematical functions (sub-totalling, totalling, carriage movement, printing and read-out) from any one of the 19 memory storage units may be performed automatically. A full adding machine type keyboard is used for the input. Among the many applications for the machine are payroll computation and check preparation, tax billing and loan scheduling. **For More Information Circle No. 166.**

VERTICAL FILES

Cole Steel Equipment Co., 415 Madison Ave., New York 17, N. Y., introduces their Imperial line of filing cabinets with rounded contours and recessed bases.

They have full ball bearing suspension and fully loaded drawers glide at the touch of a finger. Made in letter and legal sizes with two, three and four drawers. Finished in choice of mist green, Cole gray or desert sand with gold-colored hardware. **For More Information Circle No. 179.**

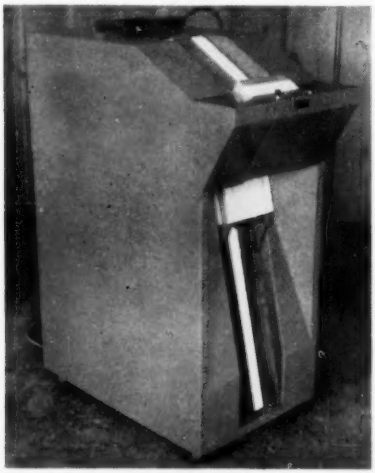
ELECTRONIC AIR CLEANER

Electro-air Cleaner Co., Olivia & Sproul Sts., McKees Rocks, Pa., makes the Series 300 Compact Line of electronic air cleaners in ten capacities from 800 to 9600 cfm. The line includes a size in either horizontal or vertical styles to fit smaller buildings with forced air heating, ventilating or cooling systems. All models are in addition to the smaller capacity Tec Line units and the larger Hi-C built-up units for large installations. The Series 300 are high in efficiency and low in cost and maintenance. All parts, including the

selenium rectifiers, are guaranteed for five years. By using an inside curve on the face of the negative electrodes, the new ionizer design provides a maximum area of electron discharge. Plate spacing has been reduced by 5/16" to increase intensity of the electrostatic field between the collecting plates. Buildings using these air cleaners are practically dust, dirt and pollen free. Electro-air cleaners have earned a 90% efficiency rating by the National Bureau of Standards' dust spot test. Their use virtually eliminates the frequent cleaning of walls, draperies, furniture and floor coverings. Savings in cleaning might more than pay for the unit before the guarantee period expires. **For More Information Circle No. 150.**

PUNCHED CARD READER

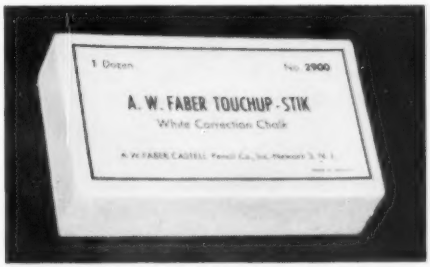
Uptime Corp., 620 Gould Lane, Hermosa Beach, Calif., announces the Speedreader 2000 which can read 2000 80 or 90-column punched cards a minute. Each card is sensed row-by-row photoelectronically and sensing registration is completely reliable. Angular deviation during card travel does not cause reading of an adjacent column instead of the correct one.



The Speedreader allows high speed data processing systems to be fed punched card data at speeds more nearly compatible with that of an electronic computer. The fast reading rate also can increase the capabilities of conventional tabulating installations. Operation of card-to-magnetic tape conversion units can be speeded up. The Speedreader is available with vacuum tubes or transistors for large or medium size data processing systems, or for electro-mechanical accounting systems. May be leased or purchased. **For More Information Circle No. 168.**

TYPING CORRECTION CHALK

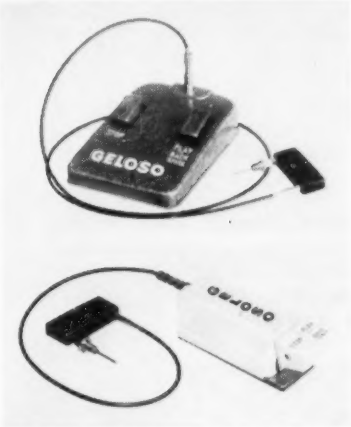
A. W. Faber-Castell Pencil Co., Newark 3, N. J., makes Touchup-Stik, a pure white correction chalk which makes typewriter corrections invisible. After an erasure is made, the chalk is applied to the area to cover any imperfections or remaining ink deposits and create a new white coating for retyping. Any typist can make clean corrections with Touchup-Stik which is



paper wrapped and can be sharpened in any pencil sharpener. Samples free to dealers. **For More Information Circle No. 147.**

DICTATING MACHINE

American Geloso Electronics, Inc., 312 Seventh Ave., New York 1, N. Y., offers a transcription control which converts the Geloso Tape Recorder into a dictating-transcribing machine. This accessory is



made in two models: a finger-tip control and a foot-pedal control. The finger-tip control, 1½″ x 5″, is made of polystyrene and has a 24″ cable. It may be used by the typist like two additional typewriter keys. The foot-pedal is made of cast iron, 4″ x 5″, and has a 6 ft. cable. Both offer instan-

taneous control of the three functions: forward, stop and backspace. Each sells for $19.95. A do-it-yourself conversion kit is given free with each control accessory. The kit enables owners of Geloso Tape Recorders to convert them into dictation-transcription machines with a few simple adjustments. The 7½-lb. Recorder is $179.95. **For More Information Circle No. 204.**

WALL MURALS

Glenview Products, Inc., 322 N. Jefferson St., Milwaukee 2, Wis., makes a line of 24 different full-color murals of attractive American scenes for office wall

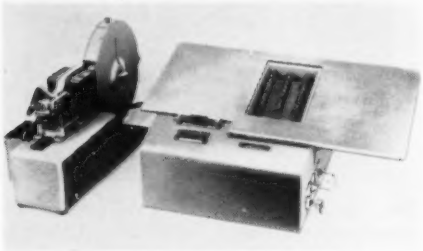
decoration. Available in three sizes: 38½" x 59" at $7.95 retail; 45" x 65" at $8.95; and 51½" x 75", finished in durable, cloth-like Canvatex, listing at $24.75. Dealers and distributors are invited. **For More Information Circle No. 163.**

DESKS

Eisen Bros., 1601 Willow Ave., Hoboken, N. J., announces their Fundamentals line of wood office furniture built around a free-standing, all-steel inner frame. While having the warmth and appearance of genuine, rubbed walnut, the line is priced about the same as steel furniture. Desk components include pedestals of 23" and 29" depth for 24" and 30" width tops. The 24"-wide tops come in lengths of 42", 48", 54" and 60". The 30"-wide tops come in these same lengths plus a 72" length. There is also a 36" x 72" top for an overhang model. L-return tops are 18" wide in lengths from 30" to 99". This allows wide flexibility so that each desk can be fitted to its user's needs. Tops are laminated plastic in a wide range of colors. Other features include square tubular steel legs finished in black, satin brass and satin chrome with adjustable feet, modesty panels, center drawers and locking devices. For complete illustrated catalog, **Circle No. 181.**

CARD-KEYBOARD TAPE PUNCH

Taller & Cooper, Inc., 75 Front St., Brooklyn 1, N. Y., makes the Taller & Cooper Data Processor which accepts fixed data from tabulating or edge punched



cards, and variable data through its keyboard. Both data imputs are automatically combined and punched out on tape. The punched tape can be fed directly to a

TO GIVE YOU PRINTING PRESS QUALITY

Using paste ink, automatically fed to rollers from an ever-sealed, disposable cartridge, the **BDC Rex-Rotary M-4** makes the kind of sharp, clean impressions you get from a printing press. And since the old-fashioned leaky drum and liquid ink are eliminated, the operator stays as clean as the copy. It's good business to make a good impression. The BDC Rex-Rotary M-4 makes the best impression. Send for free portfolio: "The Work and the Wherefore of the M-4."

BDC

BOHN DUPLICATOR CORP.
444 Fourth Avenue
New York 16, New York

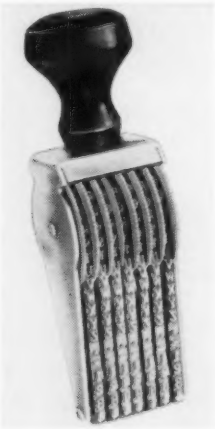
Fully automatic, electric and only **$345** PLUS F. E. T.

For More Information Circle No. 220

computer or to a tape-to-card converter. This method eliminates the need to make punched cards for variable data. It reduces keypunching, verification and consumption of tab cards, and eliminates storing any but fixed data cards so that card files can be reduced 50%. The two units, imput console and tape punch, may be located at distances from one another and the equipment can handle reports from remote locations. No skilled or specially trained help is needed to operate it. Data reporting is immediate and continuous. **For More Information Circle No. 200.**

BANDSTAMPS

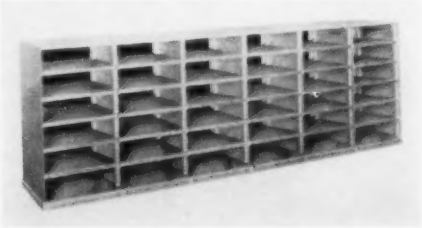
Krengel Mfg. Co., 227 Fulton St., New York 7, N. Y., introduces a line of alphanumeral bandstamps with as many as 20 separate bands on the same stamp. Sturdy yet extremely light metals enables a user to reduce the number of separate stampings or make present stampings contain



more information. Each band contains 38 characters: A to Z and figures from 0 to 9 plus a period and dash. Any combination of letters and figures can be made within the maximum capacity of the bands in a frame. Available with from one to 20 bands in character sizes from 1/16″ to ⅜″, roman or gothic type styles. For complete catalog with illustrations of stamps and type, **Circle No. 125.**

SORTING RACKS

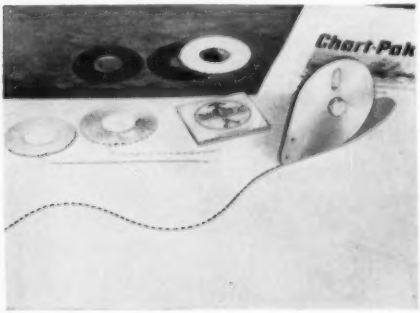
Angle Steel, Inc., Plainwell, Mich., offers an extensive range of sorting files in sizes from a four-compartment unit 10″ wide and 13″ high to a 36-compartment model 60″ wide and 19″ high. Shelf openings on most models are 9¼″ wide and 11½″ deep. Two models are made with shelf-openings 11¼″ wide and 14½″ deep. File



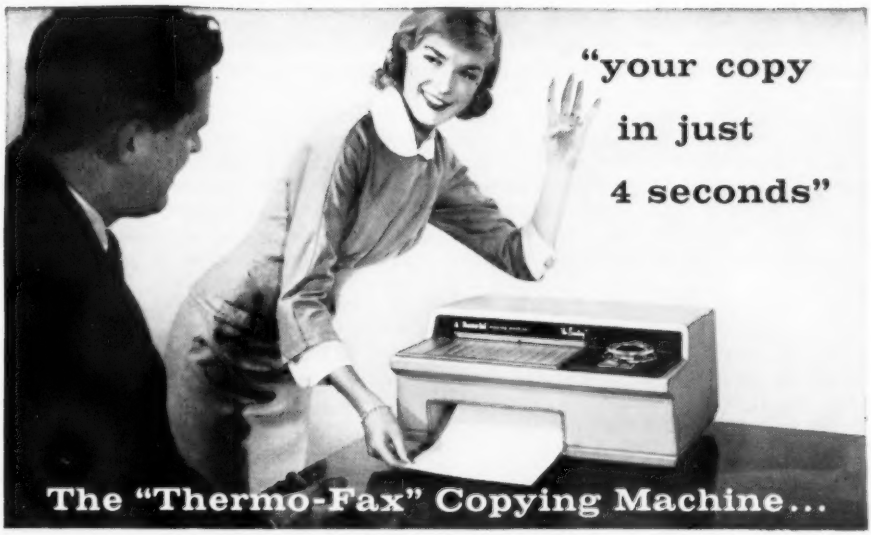
capacity may be increased by using shelf inserts or by stacking units. All shelves have their own label holders and are adjustable on ½″ centers. Units come in olive green or gray baked enamel finish. ASI sorting files are designed for use on a variety of heavy gauge, welded steel ASI tables or any flat table-top, desk or cabinet. **For More Information Circle No. 198.**

PRINTED TAPE APPLICATOR

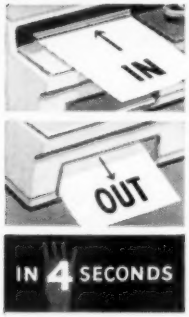
Chart-Pak, Inc., 1339 River Road, Leeds, Mass., now offer their Tape-Pen to fit ¼″ tape, in addition to the ⅛″,



1/16″ and 1/32″ sizes. About 3¾″ x 2⅞″ in size and weighing less than 2 oz., the Tape-Pen is easily held in the hand, and applies the precision-slit printed tape



compare copy methods; you'll use this one!



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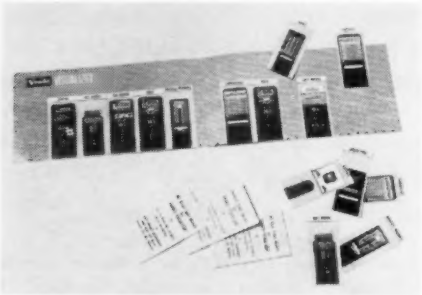
For More Information Circle No. 256

quickly and with great accuracy, following a straightedge, or in any freehand design. Three bearing points (the roller through which the tape is fed, the heel of the Tape-Pen and a metal foot extending ⅜" from the side) keep it at right angles to the work surface to insure perfectly flat application of the tape. In addition to its advantages for making graphs and charts, the Tape-Pen can save hours of drudgery for engineers, draftsmen, commercial artists, methods men and office personnel who have frequent occasion to "draw" broken, dotted, or solid lines in layout or organization charts, maps, ad layouts, borders, working drawings, etc. It is also valuable in the preparation of printed circuit master drawings. The Tape Pen is $6.95 or two for $13. **For More Information Circle No. 138.**

VENDING MACHINE PLAN KIT

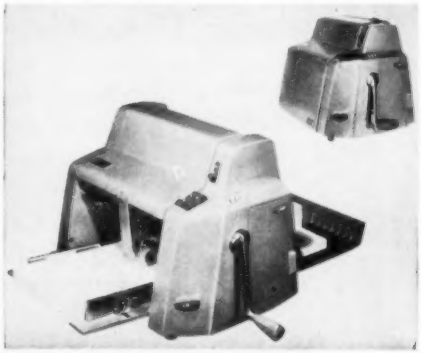
Vendo Co., 7400 East 12th St., Kansas City 26, Mo., offers miniature 34-piece planning kits containing all the materials required to lay out several types of vending machine installations including a full-line automatic cafeteria. The Vendo Visualizer allows planners to see how their



setups will look. Various color combinations also can be previewed. The kit contains a miniature wall printed on heavy paper and 33 two-dimensional vending machines backed with pressure sensitive tape. Wall and machines are all scaled down ½" to the foot. The complete Visualizer measures 22" by 5½". Machines are supplied in red, green and gray. There are: a change maker, soft drink vender, combination fresh-brew coffee maker and hot chocolate machine, milk vender, ice cream machine, hot-food, cookie-peanut, pastry, candy, cigarette and sandwich machines. The desired machines are placed on the wall and shuffled about until the best appearance and functional arrangement is achieved. Then, the protective paper is peeled from the backs of the machines and they are pressed onto the wall. The adhesive allows them to be peeled off and repositioned at any time. For the free kit. **Circle No. 173.**

STENCIL DUPLICATOR

Bohn Duplicator Corp., 444 Fourth Ave., New York 16, N. Y., announces the BDC Rex Rotary M-4 H hand operated stencil duplicator which utilizes twin cylinders and paste ink and sells for $210. The M-4 H is designed like a printing press and provides leakproof operation. Instead of a perforated drum with

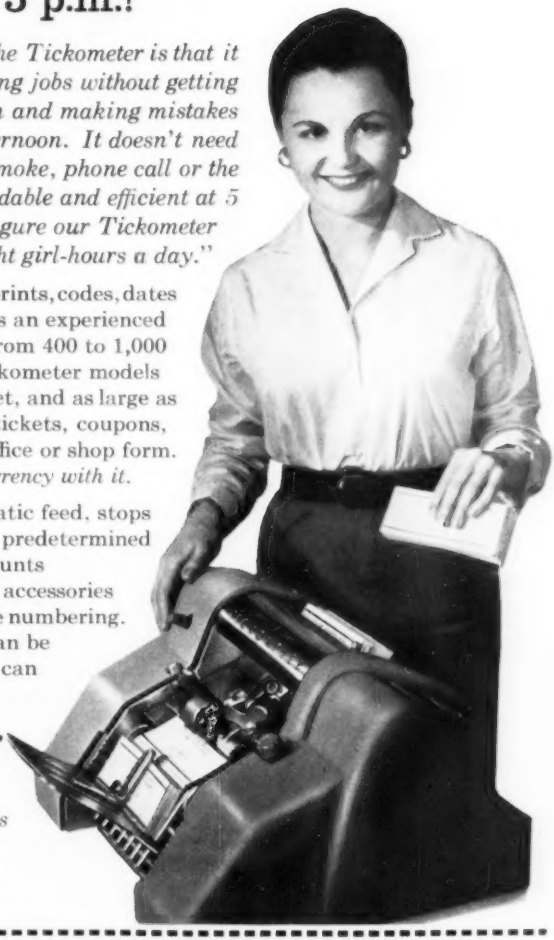


liquid ink, it has two cylinders and an oscillating ink roller. Using heavy printer's ink, the M-4 H produces copies that are almost of printing press quality. The principle eliminates clogged drums, ink pads, and inking with a brush. Since heavy paste ink can't leak, drip, or cake, there is no need for make-ready or clean-up and no ink-stained hands or clothes. Since paste ink does not spread, copy is clean and sharp. Other features include three-minute color change, accurate registration, automatic cut-off counter, three-way copy adjustment, and automatic

Still fresh

and efficient at 5 p.m.!

"The wonderful thing about the Tickometer is that it does its counting and marking jobs without getting tired or bored, slowing down and making mistakes before lunch or in the late afternoon. It doesn't need time off for a coffee break, smoke, phone call or the rest room. It's just as dependable and efficient at 5 p.m. as at 9 p.m.... We figure our Tickometer saves about eight girl-hours a day."



- The Tickometer counts, imprints, codes, dates or cancels eight times as fast as an experienced hand operator. Speeds range from 400 to 1,000 items per minute. Various Tickometer models handle items as small as a ticket, and as large as ledger sheets—sales slips, job tickets, coupons, checks, orders, any common office or shop form. *It's so accurate, banks count currency with it.*
- The Tickometer has automatic feed, stops for faulty items; can be set for a predetermined count, registers sub or total counts simultaneously. With optional accessories it signs checks, does consecutive numbering. It is easy to set and operate, can be easily used by any one. And it can be rented or bought.
- Even used only at intervals, it quickly pays its way, doing work for many departments.
- *Ask the nearest Pitney-Bowes office for a demonstration. Or send coupon for free illustrated booklet and case studies.*

Pitney-Bowes

TICKOMETER

Counting & Imprinting Machine

Made by the originator of the postage meter... offices in 107 cities in U.S. and Canada.

PITNEY-BOWES, INC.
3441 Walnut Street
Stamford, Conn.

Send free Tickometer booklet and case studies

Name _____

Address _____

For More Information Circle No. 291

5 WAY PRESENTATION EASEL

PEP UP YOUR PRESENTATION . . .

. . . with this lightweight aluminum portable easel. Rigidly supported on four legs. Arlington's easel combines beauty and utility.

easel as chalkboard

- Paper Pad Presentations
- Blackboard Chalktalks
- Flip Chart Presentations
- Card Chart Speeches
- Point-of-Purchase Posters

ONLY $42.50

Send for free literature

ARLINGTON ALUMINUM COMPANY

19007 W. Davison • Detroit 23, Michigan

For More Information Circle No. 331

feed for all stock from tissue to cardboard, from postcard to legal size. Simple to use, the M-4 H can be operated by inexperienced office workers. When not in use, it folds to a self-contained, dust-proof case that occupies no more space than a standard typewriter. The M-4 H is the third member of the M-4 family and completes the line. Previously introduced were the M-4 EAU electric model with automatic inking at $345, and the M-4 HAU hand-operated model with automatic inking at $250. **For More Information Circle No. 139.**

DESKS

Jasper Office Furniture Co., Jasper, Ind., makes the Spacemaster series of general office desks with the linear styling usually associated with executive offices. These clerical desks have plastic tops, selected hardwood pedestals and drawers, and black steel leg standards. Moderately priced Spacemaster desks feature file drawers on full progression extension slides, interchangeable in the left or right

hand pedestal; box drawers operating on permanently lubricated runners, densified wood banding on the knee space panels, elimination of hardware on the arm slide grip, brush brass finish hardware, H-frame steel leg standards with adjustable glides. The series includes an overhang executive desk, consultation desk, secretarial desk, staff desk and matching tables. Optional features are attractive perforated aluminum modesty shield and colored plastic tops. **For More Information Circle No. 134.**

How to spot Johnson, Fred R. in 1½ seconds

NEW MOSLER REVO-FILE gives you personnel facts fast . . . obsoletes all other card files

No fall out! Exclusive patented Revo-File belt keeps cards perfectly in place, protects against wear.

No attachments! No hole punching! Cards not attached to drum. Just drop your present cards into Revo-File.

No effort! Cards come to clerks with spin of drum. Revo-File available in manual and automatic electric models.

For More Information Circle No. 246

New Mosler Revo-File is the *unique* rotary active-card file. It's the *only* rotary card file that: cuts reference time to 1½ seconds; contains 5 times as many cards as other systems hold in the same space; reduces all finding locations to just one; eliminates changeover costs. Now there's no more tugging, toting, flap-flipping or pulling...Revo-File is *modern*...clerks work while comfortably seated. And remember, one quick spin of the Revo-File drum gives you *the* card you want...in just 1½ seconds. For further information, send coupon today.

NEW **MOSLER** REVO-FILE

...the modern rotary card file...another fine product of The Mosler Safe Co., 320 Fifth Avenue, New York 1, N.Y.

REVO-FILE DIVISION
THE MOSLER SAFE CO.
Department O-758,
320 Fifth Avenue, New York 1, N.Y.

Gentlemen: I have 2,500 or more cards and–

☐ I am interested in additional information on Mosler Revo-File.

☐ I am interested in a free 30-day office trial of Mosler Revo-File.

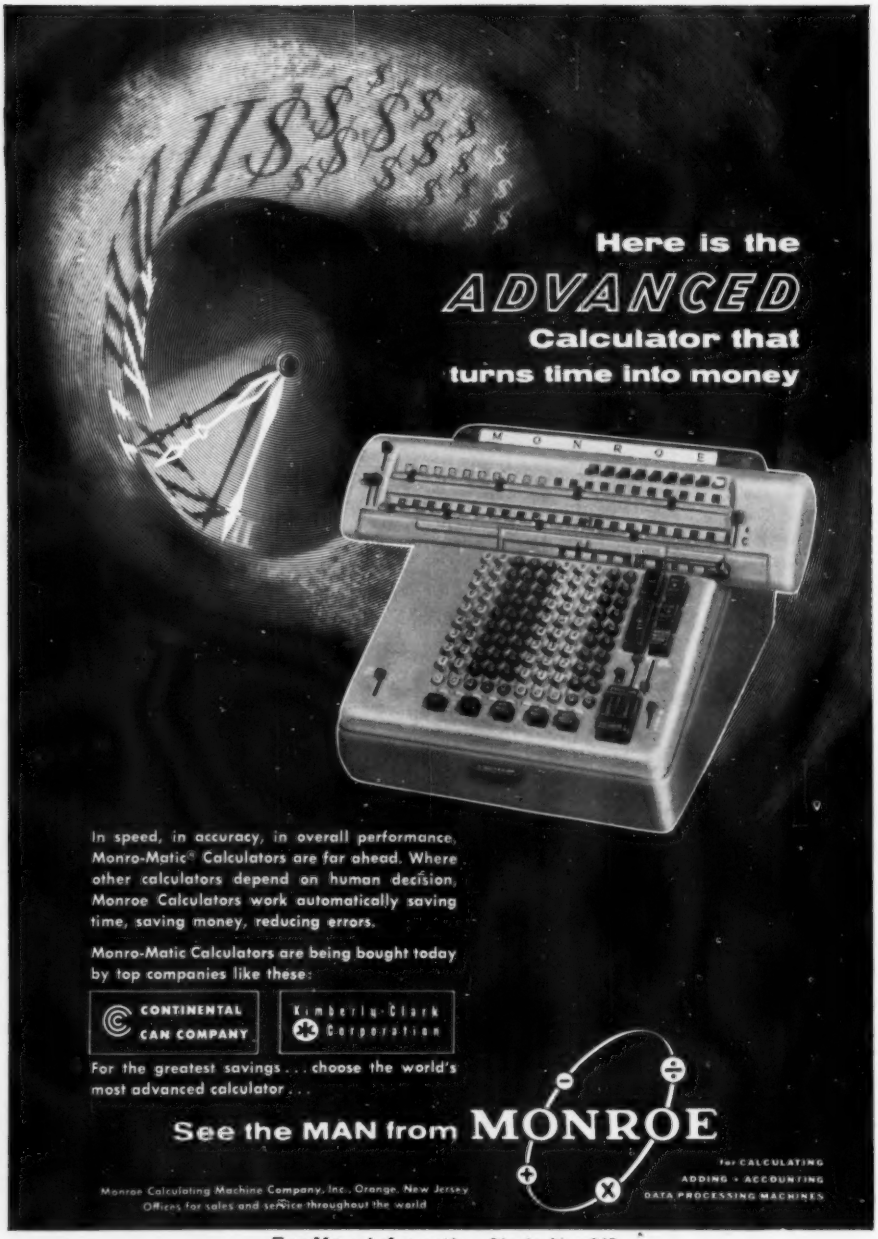
Name_____

Position_____

Company_____

Address_____

City_____ Zone____ State_____



For More Information Circle No. 245

CATALOG BINDERS

Stationers Loose Leaf Co., 246 E. Chicago St., Milwaukee 1, Wis., makes the Swing-Hinge binder with a patented hinge which makes it unnecessary to dismantle the binder to remove or insert catalog sheets. The transfer bar remains permanently attached, swings sheets open or closed instantly, and automatically realigns the telescoping posts. Instead of being lifted off, sheets are raised on the hinged transfer bar and swung over to the opposite side. Both sections lay perfectly flat and sheets can be added or removed quickly and easily. When the sheets and transfer bar are closed, the telescoping

posts are automatically aligned, eliminating the job of fitting posts together and preventing spilled sheets which may come off the posts during this process. When paging through the binder, the hinge and posts expand to allow full visibility of sheets to the binding edge. Sheets may be turned on the posts as on a large size ring binder. An improved type of locking device makes operation of the slide bar faster and easier. To disengage the cover, the slide is pushed down from the top; to re-engage, it is pushed from the bottom. The slide is hinged so that it will drop flat against the cover when unlocked. Sheets lay perfectly flat when they are swung to the left side. Swing-Hinge binders are available in 11" x 8½" size with capacity of 2" and 3" and posts for standard three-ring punching. There is also a choice of reinforced fabric-hinged cover

Bud ®

TYPEWRITER TYPE CLEANER

ASK YOUR Office Supply or Typewriter Man To Demonstrate

BUD

PINK PLASTIC PUTTY

that pulls the dirt out of typewriter type rather than washing it into the machine

Easy as 1, 2, 3!

1. Flatten the putty by pressing very firmly.
2. Press it on all of the type. Do not rub.
3. Fold the putty back to original pyramid shape.

NO MESSY LIQUIDS to remove nail polish, spot or spatter clothes.

NO HARMFUL FUMES to cause headaches or colds.

To make neat erasures—just touch the word to be erased, Bud will absorb the surplus ink. Then erase and there will be no smear.

Retails for 50¢ each

Dealers—write for sample and cost

BUD TYPE CLEANER
P. O. BOX 4644
BALTIMORE 12, MARYLAND

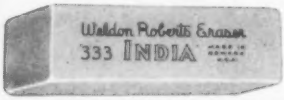
For More Information Circle No. 332

BIG 3

Multi-Use Eraser "Musts" For Every Business

FOR DAY-IN, DAY-OUT REQUIREMENTS IN ERASING, these World's Quality Standard Weldon Roberts Erasers are highly useful and versatile.

1.



STANDARD RED ERASER FOR OFFICE WORK. NO. 333 INDIA. Finest quality red rubber texture for clean erasing of pencil writing and no end of cleaning.

2.

FOR PENCIL ERASING & CLEANING. NO. 340 CORAL PINK. Soft, smooth, pliable pink rubber, in popular, "stubby", double-bevel shape for easy handling.

3.

FOR INK & PENCIL ERASING. NO. 930 ENSEMBLE. A "combination" eraser, with pink rubber section for pencil erasing and cleaning, and same-size gray rubber section for erasing ink. *Versatility plus, in one, all-quality eraser!*

BUY ALL FROM YOUR STATIONER TODAY!

WELDON ROBERTS RUBBER CO.
365 Sixth Avenue Newark 7, N. J.

World's Foremost Eraser Specialists

Weldon Roberts Erasers
Correct Mistakes in Any Language

For More Information Circle No. 333

or recessed metal-hinged cover with steel back. Special sizes may be ordered in quantity. **For More Information Circle No. 155.**

FLOOR MACHINE

Clarke Sanding Machine Co., 30 E. Clay Ave., Muskegon, Mich., makes a battery operated, self-propelled floor maintainer which operates entirely free of electric cable or gasoline motors. This Model PS-20BP ClarkeAmatic Floor Maintainer is for small, medium and large floor area maintenance and is reported to reduce costs by cleaning and polishing five to 15 times faster than ordinary hand

procedure. By simple push-button and lever control, it automatically propels itself and meters solution to the brush, scrubs and dries—all in a single pass. It has a forward speed of 155 lineal feet per minute and a 20″ diameter brush. Heavy duty batteries operate the maintainer for approximately six hours of continuous running and the unit is furnished complete with an automatic battery charger. Machine is only 24″ wide and 51½″ in length. Clean water and vacuum tanks each have 10-gals. capacities to save time in filling and emptying, increasing the machine's coverage per hour. Clarke reports the maintainer covers up to 15,480

The Cormac Coronet is the only high-speed photocopier with 18¾ inch throat—full newspaper width plus 3¾" to spare for easier handling. And on length . . . no limit whatsoever. Takes smaller sizes, too—up to 2500 standard 8½" x 11" originals in one eight-hour day. With Cormac's micro-dial control, anyone can produce instant, quality copies with *everything* you can see on the original in sharp detail.

Built with the same precision and styling that have won acclaim for other Cormac models everywhere. Carries the same lifetime guaranty.

For a free demonstration in your office mail coupon today. No obligation, of course.

CORMAC
PHOTOCOPY CORPORATION
80 Fifth Ave., New York 11, N.Y. ORegon 5-9310

- **Engineered for High-Speed Copying in Volume**
- **Operates Under Any Light Conditions**

Other Models, Including the Nationally Famous Corvette, From $189.

CORMAC PHOTOCOPY CORPORATION Dept. 86
80 Fifth Avenue, New York 11, N. Y.

I would like to see the Cormac Coronet perform in my office on my own work. Please have the nearest Cormac dealer contact me to arrange for a demonstration at my convenience.

Name .....
Company .....
Address .....
City ..... *State* .....

For More Information Circle No. 392

The young lady is to be commended BECAUSE

REMARKABLE

RESISTALL

LINEN LEDGER IS WASHABLE!

and withstands all such things as hard rubbing without roughening the surface . . . plus

Resistance to

Boiling water	**Many alkalis**
Oil and grease	**and acids**
Hard handling	**Perspiration**

RESISTALL Linen Ledger is made of 100% new, white cotton fibers. Another famous L. L. Brown quality value.

YOURS AT VIRTUALLY NO INCREASE IN COST

L. L. BROWN

Correspondence & Record

PAPERS

Since 1849

Adams, Massachusetts

For More Information Circle No. 334

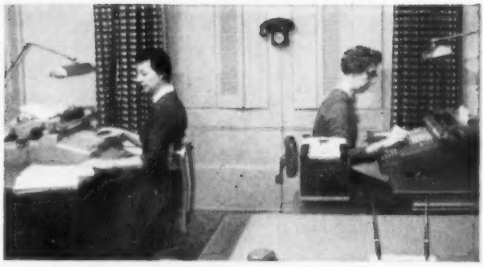
sq. ft. per hour. Interchangeable brushes and attachments provide facilities for polishing and dry cleaning floors. Drive motor is ¾ hp, 24-volt ball bearing unit. Vacuum pick-up motor is a constant duty, by-pass, moisture proof, rubber mounted unit which provides 60″ of water lift with closed orifice. **For More Information Circle No. 132.**

PORTABLE COPIER

Pelprinter, Inc., 555 Central Ave., Orange, N. J., makes the portable Pelprinter 70 for economical reproduction of everything from pencil drawings to typed or printed matter. It is simple to use and quick in operation. The original drawing or copy and Pelpaper are placed in a transparent Tenite butyrate plastic tube for

a timed exposure to a built-in fluorescent lamp. The exposed paper is then placed in another tube of transparent Tenite butyrate for about ten seconds to develop a clear, crisp print. All components of the Pelprinter, including an automatic timer, are housed in a strong, compact carrying case, with a total weight of 5½ lbs. Retails at about $70; requires only a 110-volt electrical outlet, and can be adapted for use in automobiles, boats or planes. **For More Information Circle No. 158.**

ONE OF THE many modern plants of Hoerner Boxes, Inc.



NATIONALS ARE EASY to operate, making it easier for Hoerner Boxes, Inc. to train new employees.

A NATIONAL SYSTEM handles complicated accounting jobs with maximum speed and efficiency.

R. N. HOERNER, Chairman of Board, Hoerner Boxes, Inc.

"Our *National* System saves us $13,800 a year... pays for itself every 15 months!"

—Hoerner Boxes, Inc.
Keokuk, Iowa

"Until we installed a National System the employees in our accounting department had to put in much overtime work," writes R. N. Hoerner, Chairman of Board, Hoerner Boxes, Inc. "We are pleased to report that our Nationals handle all our bookkeeping quickly and efficiently and, as a result, make important savings in time and money.

"We use our National Accounting Machines for many different jobs—from preparation of payroll and of government reports to maintenance of profit sharing and retirement trust records. Our Nationals complete all of these jobs with speed and efficiency and have made it possible for us to simplify our accounting set-up.

"All in all our National System saves us at least $13,800 a year, pays for itself every 15 months!"

Chairman of Board, Hoerner Boxes, Inc.

Your business, too, can benefit from the increased efficiency made possible by a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. For complete information, call your nearby National representative today. He's listed in the yellow pages of your phone book.

*TRADE MARK REG. U. S. PAT. OFF.

National*

ACCOUNTING MACHINES
ADDING MACHINES • CASH REGISTERS
NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • HELPING BUSINESS SAVE MONEY

For More Information Circle No. 236

for Comfort
...for Beauty
... for Years ... SPECIFY

HYGIENIC
Foot Comfort
MATS and RUNNERS

If you're tired of replacing foot mats that lose their resilience and appearance in a disappointingly short time . . . if you want a mat or runner that will give relaxing support and still look beautiful years after it was installed . . . use Hygienic *Foot Comfort* Mats, the quality floor mats that reduce fatigue and increase efficiency for all who must work standing. Available in 8 modern marbleized colors. All edges beveled for safety and appearance.

See your
OFFICE SUPPLY DEALER
or write: Flooring Div. Dept. E for details
THE HYGIENIC DENTAL MFG. CO.
Akron 10, Ohio, U.S.A.

For More Information Circle No. 335

MICROFILM CAMERA

Documat, Inc., 385 Concord Ave., Belmont 78, Mass., makes the Documat F16, a 16mm. microfilm flow camera with a reduction ratio of 16 to 1. This low reduction ratio produces images of suitable quality for continuous enlargement.

The camera also features a device for returning the original documents to the operator at a convenient table-top height in their original order. The Documat F16 costs $1,295. Documat, Inc., also manufactures a 34½X duplex flow camera and a line of microfilm readers for both roll film and unitized film. **For More Information Circle No. 142.**

PAPER STOCK RACKS

Hartman Metal Fabricators, Inc., 133 Murray St., Rochester 6, N. Y., announces the addition of the Traveling Rack Junior Special for moving paper stock from supply room to duplicating machines. Paper is always within easy reach of the operator. This traveling rack carries up to seven easily detachable Hook-On Trays, and is designed for maneuvering in crowded quarters and passage through office doorways. The Hook-On Trays for paper handling are of heavy gauge, welded steel and made so that the load

For More Information Circle No. 328

inclines slightly towards the back. The load-carrying lips on the backs of the trays are reinforced by weld points.

Recommended safe loading is 40 lbs. per tray. **For More Information Circle No. 197.**

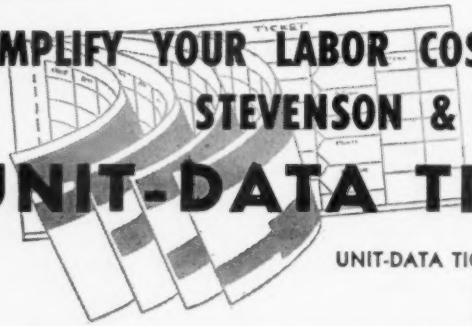
INTERCOM SYSTEMS

DuKane Corp., Dept. O-58-S, St. Charles, Ill., makes intercommunication systems for from five to hundreds of stations. Private telephone systems free switchboards from internal calls which often run as high as 50% of the total load in offices.

DuKane offers attractive instruments in colors at no extra cost. Desk phones come in black, ivory, red, maroon, gray, and light green. Wall phones are available in black and gray. A push-button paging con-

SIMPLIFY YOUR LABOR COSTING ROUTINES with STEVENSON & SMITH'S

UNIT-DATA TICKET SETS



UNIT-DATA TICKET SETS permit the recording of several different jobs on the face of a multi-part set, which, when divided, provide the pertinent information to each department involved, ACCURATELY, CLEARLY, EFFICIENTLY.

Please send the full story on Stevenson & Smith's Unit-Data Ticket Sets.

Name_____ Title_____

Company_____

Address_____

City_____ State_____

Send for complete information, samples, and name of your closest Form and Systems Dealer.

STEVENSON & SMITH, INC.
39 LACKAWANNA PLACE
BLOOMFIELD, N. J.

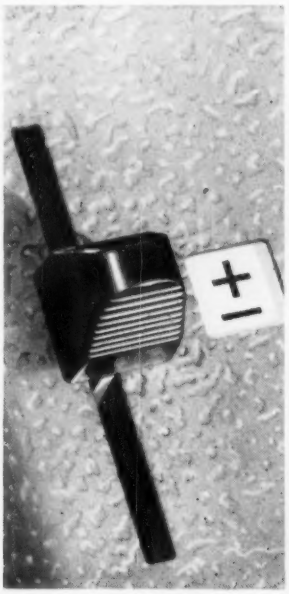
For More Information Circle No. 336

Victor's new, completely automatic printing calculator with the

New Simpla-Key

Lets you automatically multiply, add, subtract, or divide with a flick of **One Key!**

Flick Up to Multiply



Center to Add, Subtract

Flick Down to Divide

VICTOR Automatic Printing CALCULATOR

Imagine! Multiply, divide, add or subtract with the new Victor Calculator—all automatically! Just flick the Simpla-Key—enter figures as you'd write them—and the machine does the rest. Unbelievable!

A printed tape, with a true symbol, identifies figures entered and operation performed. See the unique Victor Calculator today. Convenient terms. See "V" for Victor in the adding machine section of the Yellow Pages.

VICTOR ADDING MACHINE CO., CHICAGO 18, ILL.
Victor-McCaskey, Ltd., Galt, Ontario

Manufacturer of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars.

Victor Adding Machine Co., Dept. O-758
Chicago 18, Illinois

Send me complete new brochure on Victor Automatic Calculator.

Name_____

Company Name_____

Address_____

City_____ Zone____ State____

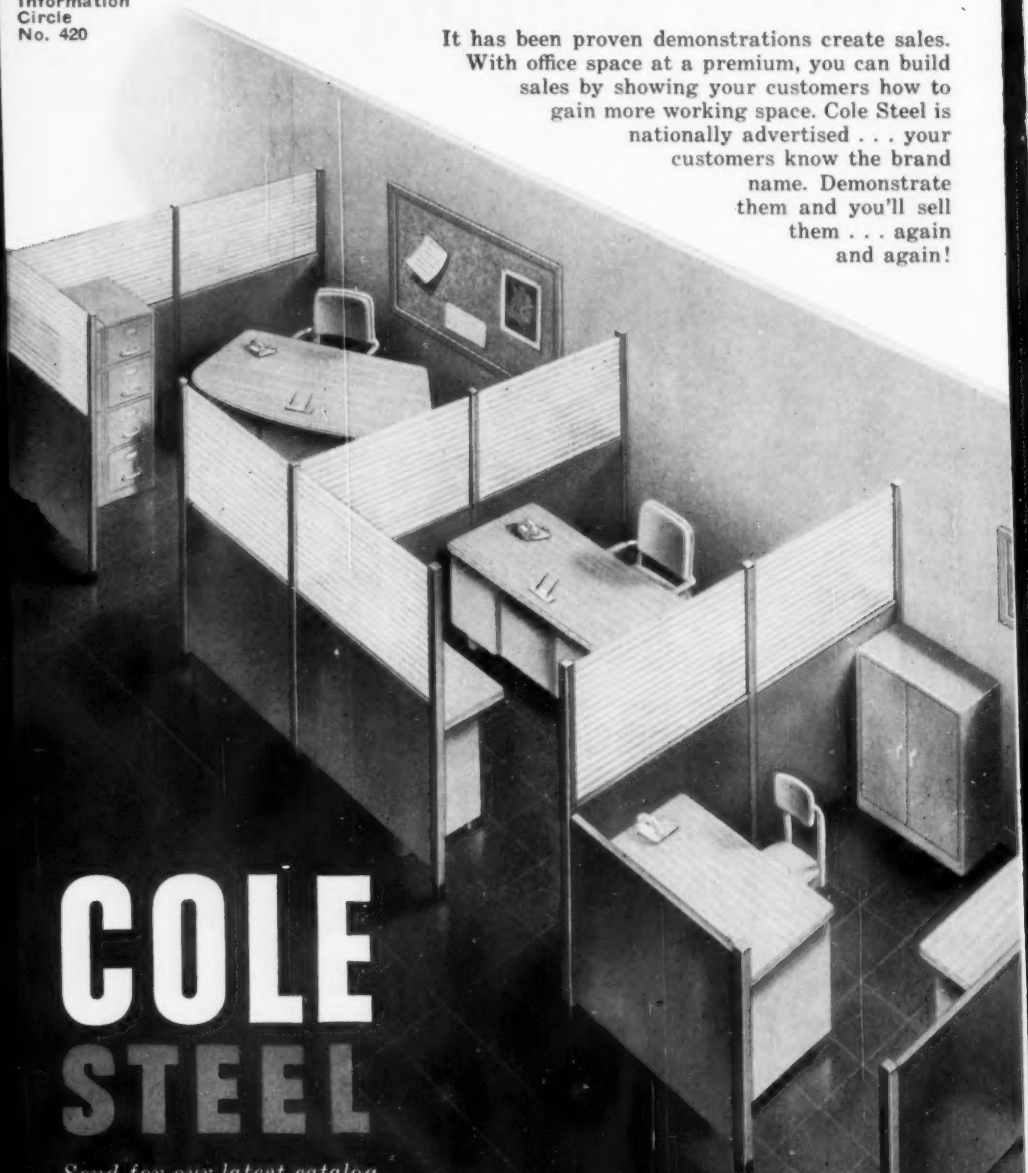
For More Information Circle No. 255

Use Cole partitions in your own office

and your customers will use them, too!

For More Information Circle No. 420

It has been proven demonstrations create sales. With office space at a premium, you can build sales by showing your customers how to gain more working space. Cole Steel is nationally advertised . . . your customers know the brand name. Demonstrate them and you'll sell them . . . again and again!



COLE STEEL

Send for our latest catalog

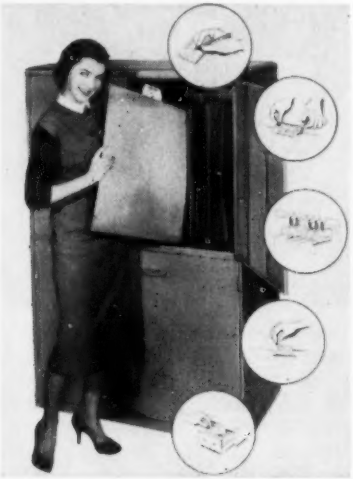
Cole Steel Equipment Co., Inc. • 415 Madison Ave., New York 17, N.Y. • Canada: 329 Dufferin St., Toronto, Ont.

COLE-STEEL

nection, available as an option, connects any DuKane telephone instrument to one or several loudspeakers for paging. Other optional features include a priority override for paging, automatic ring-back when a phone is busy, and interconnections between the phone system and an intercom or public address system. **For More Information Circle No. 157.**

OFFSET PLATE FILES

NuArc Co., 824 S. Western Ave., Chicago 12, Ill., announces the File-O-Matic offset plate and film storage system in several different units: cabinets, wall bracket, hanging brackets and floor dollys to fit most any application. There are two sizes of cabinets for 10″ x 16″



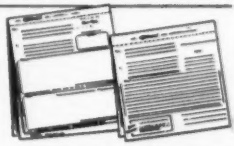
plates. One has 100 hangers and a larger size has 200 hangers. The 17″ x 22″—14″ x 20″ size also come with both 100 or 200 hangers. Wall brackets and hanging brackets each have 100 hangers, and floor dollys have 200 hangers. Cabinets can be stacked three high to conserve space. For example: three 10″ x 16″ cabinets with 300 hangers, capable of storing 900 plates, require floorspace of only 20½″ x 12″. The 17″ x 22″ cabinets require 20½″ x 22″. All units are sturdily constructed of steel and finished in silver

Blue Chip BUSINESS FORMS

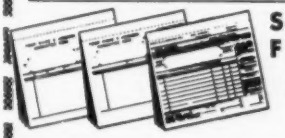
Duplisette

the READY-MADE second sheet and carbon set CLEANEST - FASTEST - MOST ECONOMICAL method to obtain carbon copies!
Available (letter size)—white and 5 colors

ONE-WAY SPEED MESSAGE 2-part
TWO-WAY SPEED REPLY 3-part



Carbon-interleaved
TIME and EXPENSE-SAVING
substitutes for needless, costly letter writing! Expedites instructions and compels immediate replies. Can be imprinted at nominal cost.



STOCK FORMS
Invoices
Purchase Orders
Bills of Lading
Carbon-interleaved 3 or 4-part sets. Inexpensive, basic business forms at less than custom-made prices! Recommended for modest quantity users. Can be imprinted at nominal cost.

STOCK FORM TRAYS

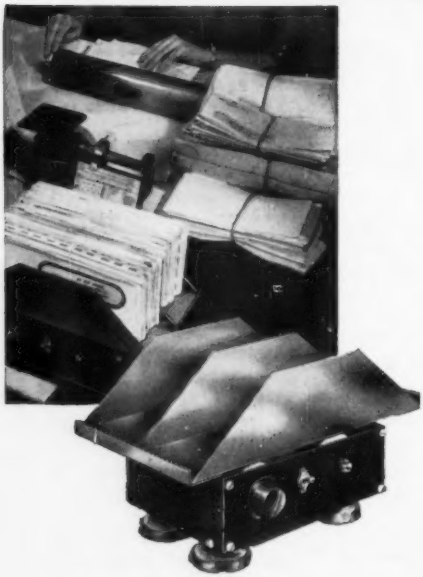
Neat - efficient lightweight holders for forms — with drawer for copies. Model CT-87 (2-compartment) only $4.50! Other models and sizes up to $7.40 — A MUST for the efficient desk!

FREE SAMPLES of all forms and catalog showing complete line on request

CARTERET PRINTING COMPANY
Manufacturers of Business Forms
480 CANAL STREET • NEW YORK 13, N. Y.
WOrth 6-1454

For More Information Circle No. 337

Prepare mail for faster, damage-free opening



SYNTRON **Vibrating**

ENVELOPE JOGGERS

—quickly loosen and shake down contents of envelopes so manual or automatic letter openers can be used for fast, efficient trimming without damage to contents. They are ideal for sales manual assembly and other office duties—efficiently handle all weights of paper stock. Built for long, dependable, maintenance-free service. Available as table deck, divided deck, or bin type joggers.

Write for complete catalogue data—FREE

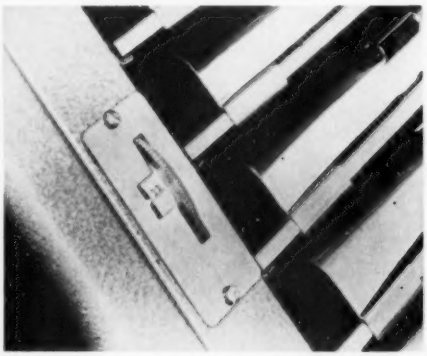
SYNTRON COMPANY
715 Lexington Ave. Homer City, Penna.

For More Information Circle No. 338

hammerloid. Hangers are plainly numbered for ease in filing and File-O-Matic cards, which attach to the plates for hanging, have space for a complete record. **For More Information Circle No. 161.**

COLLATORS

Thomas Collators, Inc., Dept. B, 50 Church St., New York 7, N. Y., announces that long or short sheets, whatever the page size of duplicated material to be gathered together into sets, a feature of the redesigned Thomas Collator makes possible easy adjustment of the machine for collating sheets of paper from 5″ to 17″. The maximum stroke length of the



feed arms, which eject the paper, has been doubled to provide a total adjustment range of 12″. This feature is available on all electric models. Adjustment of stroke length is accomplished by a finger-tip dial calibrated in inches to correspond with the length of paper to be collated. One rotation of this dial effects the full adjustment. **For More Information Circle No. 133.**

TRANSPARENT FLOOR MAT

Crysto-Mat Co., 211 North St., Auburn, N. Y., makes Crysto-Mats which are transparent floor mats for desk chairs. Made of clear, ¼″ aircraft plastic in secretarial, junior executive and executive sizes. Crysto-Mats have a hard, shatter-proof, chip-proof and non-slip surface which is impervious to alcohol and other

His...

Carbon copies that have an "original-like" appearance, clean and clear in every detail...

Hers...

Perfect carbon copy results every time; an end to the "Messy Fingers Era" of typing...

Modern is the word for this carbon paper that produces up to 15 copies at *one* typing; that *cannot* smudge fingers or copies under normal handling; that always assures you the same high level of carbon quality. Prove it by filling in the coupon.

BEAUTYRITE 44...
THE CARBON THAT CAN'T BE COPIED

Remington Rand, Room 1709
Division of SPERRY RAND CORPORATION
315 FOURTH AVENUE, NEW YORK 10

Please send me free samples of *Beautyrite* 44

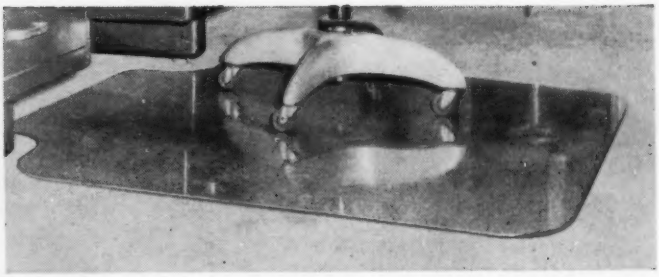
Name _____

Address _____

City _____ Zone ____ State ____

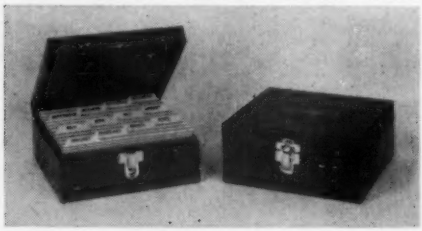
For More Information Circle No. 238

discoloring agents. Beveled edges allow desk chair to glide easily from carpet back to mat. The carpet may be plainly seen through the mat. **For More Information Circle No. 116.**



CANCELED CHECK FILE

Amberg File & Index Co., 1601 Duane Blvd., Kankakee, Ill., makes the Amfile Check Case for canceled checks. Made of sturdy binder's board with permanently positioned guides, flexible capacity, heavy luggage latch and metal hinges. Available in four colors: cherry red, sea green, sky blue and navy blue. Overall size is 3⅞" high, 9¼" wide, 9⅛" deep. Twelve cases of assorted colors are packed to a carton. Each case includes a set of heavy gold gummed labels divided into one, two and three year periods for labeling the outside of the case. There is also a set of alphabetical labels for those who prefer to file checks by name. **For More Information Circle No. 165.**



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Personal paper punch for individuals, home, office and industry. Light pressure of thumb punches clean ¼" hole instantly in paper, light cardboard, etc. Ideal for punching tickets, tags, restaurant checks. 12 in counter display carton. 60 cent list.

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For More Information Circle No. 339

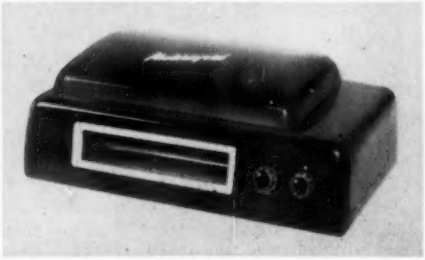
CONFERENCE TABLES

Robert John Co., 202 S. Hutchinson St., Philadelphia 7, Pa., makes a boat-shaped conference table with 1½″ square tubular legs in the same style as their desk series. The legs offer rigid strength and are available in satin brass or satin chrome finish, as well as solid walnut casing over square

steel tube. The 2″ thick top is available in hand-rubbed, oil-finish walnut, black teak or birch. Formica with a 2″ self edge is also offered in 14 colors, as well as walnut or marble style surfaces. Tops come in four sizes from 66″ to 96″ long with widths in proportion. Overall height is 29″. **For More Information Circle No. 129.**

PHOTOCOPIER

Photorapid of America, Inc., 320 Broadway, New York 7, N. Y., announces that the Photorapid is now manufactured in



this country. This Swiss-designed photocopier copies anything written, printed or drawn, whether printed on one or two

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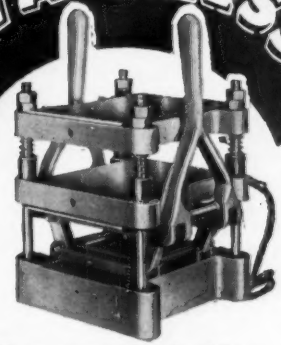

There are no costly delays checking proofs, waiting for deliveries of rubber stamps or printing plates when you own an EVA-PRESS. Anyone can easily operate it by following the simple step-by-step instructions.

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For More Information Circle No. 341

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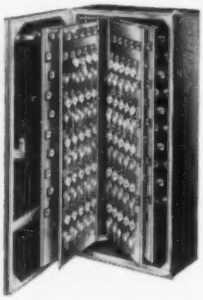

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P. O. MOORE, INC.

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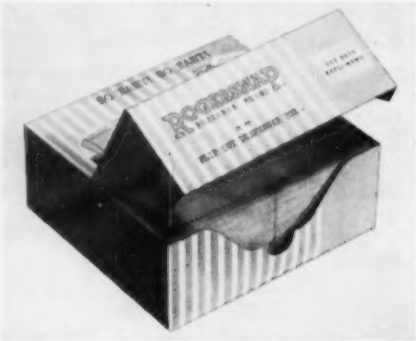
For More Information Circle No. 342

sides, opaque or translucent paper and in any color. The Photorapid delivers two copies from each negative. Combining every operation, it performs under any office lighting conditions. One knob simplifies use. All copies are permanent and legally acceptable. There are various models to choose from and prices start at $169. **For More Information Circle No. 126.**

STOCK FORMS

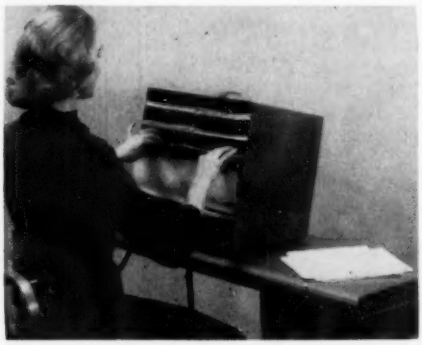
Rogersnap Business Forms, Box 10425, Dallas 7, Texas, now package their Stock Business Forms in a Flip Out Dispenser Box. The container is never fully opened, but forms flip out with a flick of a finger while the container keeps them clean and intact until used. Many of the forms serve for typing or handwriting using a shadow line where the form is filled out by hand.



Space is allowed so that customer's name, etc., can be crash printed to effect considerable savings. Available in two, three and four parts including Repli-Memos, Voucher Checks, Purchase Orders, Invoices and Bills of Lading, as well as blank standard size forms. These forms allow small businesses the benefits of fast, carbon interleaved forms although large operations use some of them for economy. The new accountant-approved forms are companion products to the recently introduced Rogersnap Carbon Second Sheet line in the Flip Out Dispenser Box which is meeting enthusiastic acceptance by stationers and users. For sample kits and full information, **Circle No. 141.**

COLLATOR

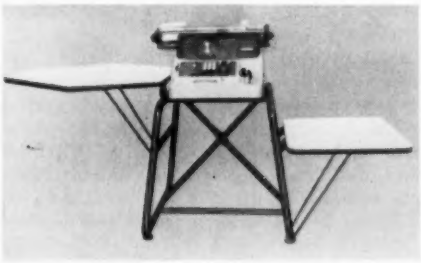
A. P. Heinz Co., 2422 Lunt Ave., Chicago 45, Ill., offers a portable manual collator which is said to allow collating up to 6000 sheets an hour in sets of up to 12 sheets. The collator is made of aluminum, 15" high, 17½" wide and 11" deep, weighs



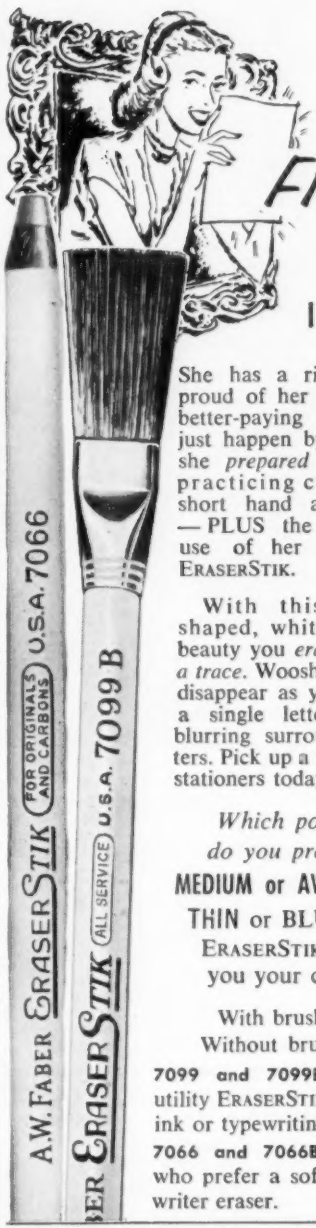
7 lbs., and will accommodate any size papers up to 14" x 17". Center rods are pulled out for paper wider than 8½" and spring spacers are used for sheets shorter than 11". Each of the 12 stations will hold 500 sheets of 16-lb. paper. The collator is priced at $37.50. **For More Information Circle No. 101.**

ACCOUNTING MACHINE STAND

Meilink Steel Safe Co., 1672 Oakwood Ave., Toledo 6, Ohio, makes a heavy duty Hercules Machine Stand designed



specifically to blend with the modern lines of Olivetti accounting machines. The stand features rugged steel tubing with electric arc-welded construction, white laminated plastic tops, black satin baked



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She has a right to be proud of her work. Her better-paying job didn't just happen by accident. she *prepared* for it by practicing competent short hand and typing — PLUS the consistent use of her A.W. FABER ERASERSTIK.

With this pencil-shaped, white-polished beauty you *erase without a trace*. Woosh—mistakes disappear as you remove a single letter without blurring surrounding letters. Pick up a few at your stationers today.

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enamel finish to match machines, four adjustable rubber covered glides, solid locked tops with steel bales that fold down to take small storage space and proper work height with full knee room. The design reduces vibration to a minimum and assures safety for the machines, as well as comfort and efficiency for the operator. It is an ideal stand for the Olivetti Audit 202 and Audit 302 accounting machines, the company claims. **For More Information Circle No. 131.**

FLOOR MACHINE

Hild Floor Machine Co., 1217 W. Washington Blvd., Chicago 7, Ill., makes a medium-weight floor polisher for use in small and medium size offices. The Model PRO-13 is a 13" floor machine powered by a 1/3-hp motor. It has an adjustable

handle, momentary contact safety switch, retractable wheels, and non-marking bumpers. There are interchangeable brush attachments for scrubbing, polishing, buffing and steel wooling all types of floors. Hild's PRO-13, complete with polishing brush is $169. **For More Information Circle No. 202.**

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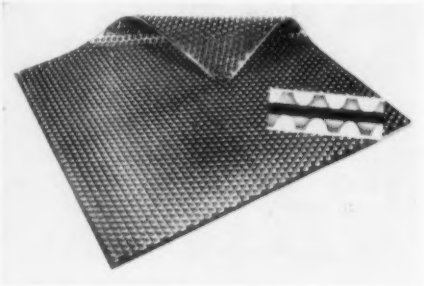
For More Information Circle No. 346

FLOOR MAT

Keaton Rubber Co., Belleville Turnpike, Kearny, N. J., makes Lifetime Rubber Stand-Ease mats with both sides identically designed to relieve body muscular tiredness while standing at work. Each side, 28" square, contains approximately 2500 rounded arched supports molded from a single piece of black rubber that gives a resilient working area that absorbs



vibration and noise. The ¼" high supports on each side raise the standing surface almost ¾" to protect the feet from liquids and other materials that might be on the floor. Non-skid, sure grip construction prevents accidents. The square-cut edges enable the mats to be placed in series for continuous coverage. Delivered price is $5 each with discounts for greater quantities. **For More Information Circle No. 122.**

PRESENTATION FOLDERS

Clint Leap, Inc., 2330 Victory Parkway, Cincinnati 6, Ohio, announces the Jiffold-Immaculate Presentation Cover as a low-priced and neat means of presentation for quotations, reports, technical literature, sales presentations, proposals, plans, budgets and similar papers. The cover is made from a 35" x 11", sheet of 70-lb. white vellum folded to make a cover of double thickness for as many as 30 sheets of 16-lb. paper. Inserts are bound in the folder with a standard office stapler. The wire staples are not seen and the cover is receptive to a variety of printing and labeling methods. For sample and prices, **Circle No. 201.**

COPYHOLDER

Franklin Table Co., 116 North 4th St., Louisville 2, Ky., makes the Flick A Line Copyholder. Its 8¾"x14" Masonite panel

can be used vertically or horizontally, or reversed in the walnut base, to accommodate different sizes of material to be copied including steno notebooks and heavier bound books. A rubber wheel travels on a track to operate the linefinder which is instantly changeable for either left or right hand use. Stainless steel clip holds paper on panel and base has pencil groove and book ledge. When not in use, the copyholder stores flat. The Flick A Line retails at only $6.50. **For More Information Circle No. 180.**

VISIBLE FILES

Victor Safe & Equipment, Remington Rand Div. of Sperry Rand Corp., 315 Fourth Ave., New York 10, N. Y., makes Sectional Visible equipment in which the principle of interlocking single slide visible sections remains the same, but the tray fronts are redesigned with an attractive aluminum handle on each slide. Labels have been enlarged and each slide is easily identified and easily withdrawn with the fingers. Sectional Visible is available for 5" x 3", 6" x 4" and 8" x 5" records. Over 125 standard record forms plus many sizes and colors of visible marginal signals are

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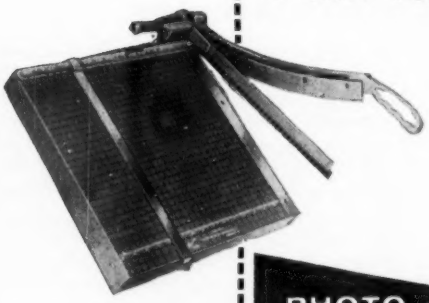

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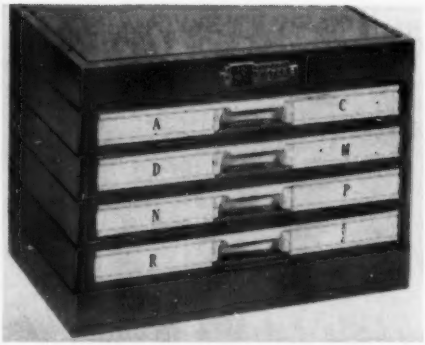

also available. The sections will interlock perfectly with the previous type sections. Prices for the new type sections remain the same as the previous type sections. **For More Information Circle No. 169.**

PHOTO PAPER ROLL DISPENSER

Ampto, Inc., Newton 6, N. J., offers the Ampto Foto Roll Dispenser, a lightproof metal container with sharp cutting edge for storing rolls of either positive or negative photo transfer paper of any width up to 14". The Ampto Foto Roll Dispenser is finished in baked hammertone and lists at $24.95. **For More Information Circle No. 136.**

I.D.P. FORMS

American Lithofold Corp., 500 Bittner St., St. Louis 15, Mo., announces the following applications of its Piggy-Back continuous forms. Lithofold's Electronic Remitter consists of a business reply envelope applied to the back of a form carrying a carbon spot for coding. When the form is typed, the alphabetical or numerical code is typed in the area backed by the carbon spot, reproducing the code on the back of the envelope on the form. When payment is received, reference to the coded envelope saves look-ups and mix-ups. Pre-punched and pre-numbered Electronic Checks, tabbed at top or side, are available on the face of many forms to suit users' needs. Any tab cards can be

incorporated on forms for use on tabulators, typewriters, teletypewriters, or any I.D.P. system. Pocket Forms incorporate a back pocket, with top or side opening, to file punched tapes or punched cards which travel with the form, always protected, instantly identifiable and quickly located. Another automated operation is possible with Lithofold's Continuous Envelope Forms. The actual marginally

punched form becomes the address face of a continuous succession of envelopes mounted in perfectly spaced alignment on its under side. Corner-card printed and perforated at both margins and between envelopes, the form separates cleanly to produce complete, individual envelopes. These are custom made in any size and style of envelope up to 11" x 18". For samples and complete details, **Circle No. 436.**

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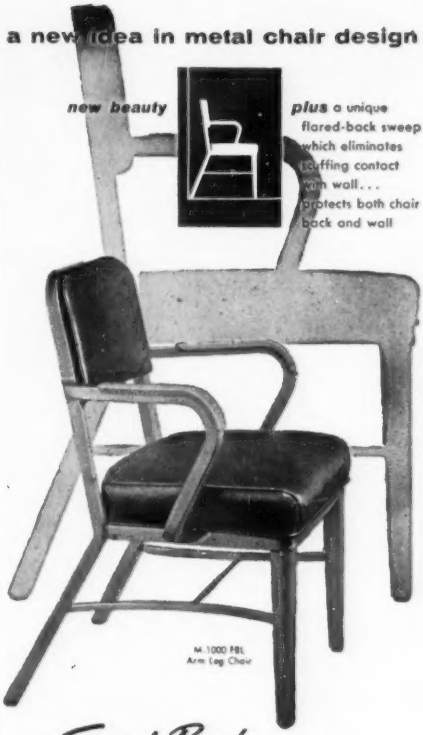
a new idea in metal chair design



new *Swept-Back* styling

by *Milwaukee* METAL-LUX

M-7000 FBL
Side Chair
(Padded Seat)

M-3000 FBL
Side Chair
(Spring Seat)

This trim-lined ultra-modern metal chair group combines a streamlined design of unusual beauty with useful function (chair backs cannot scuff walls). An ideal chair for use in lobbies, reception rooms or offices. The armchair features deluxe spring seat construction and Tenite arm rests. Side chairs are available with spring or padded seat. Lifetime frame construction and flawless finish make these fine chairs virtually indestructible. The "Swept-Back" group is designed for large volume sales and profits. Write today for the full descriptive details.

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For More Information Circle No. 366

Literature from the Manufacturers

Punched Tape Files

Shaw-Walker, Muskegon 14, Mich., offers "About Punched Tape Methods," a six-page booklet illustrating methods and equipment developed by Shaw-Walker to speed the filing and finding of punched paper tape and edge-punched cards. Simplified tape holders with automatic charge-out signal, vertical visible filing methods and Flexowriter desks are pictured and described. Complete details, including sizes, are given for a wide selection of tape holders and filing equipment. For your free copy, write Shaw-Walker, Muskegon 14, Mich. Ask for No. A-253-254.

Proof Dryer

Challenge Machine Co., Grand Haven, Mich., offers a four-page two-color folder describing its radiant Challenge Proof Dryer which eliminates problems of smearing and smudging by drying proofs rapidly. It also can be used for drying duplicator or offset plates produced directly from type forms. The dryer comes in two sizes: 17″ x 22″ and 20″ x 26″. Unit is self contained and can be used either on a table top or with the cabinet. For the folder, **Circle No. 109.**

Incandescent Lighting Guide

Sylvania Lighting Products, 60 Boston St., Salem, Mass., has published an Incandescent Lighting Guide Book, a 24-page illustrated description of the various aspects of office, commercial, industrial and residential lighting. It features sections on the general advantages of incandescent

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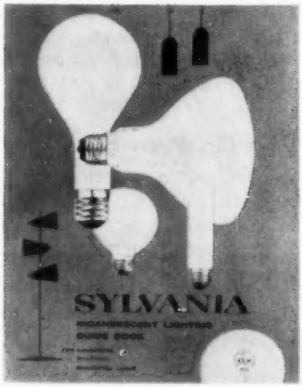
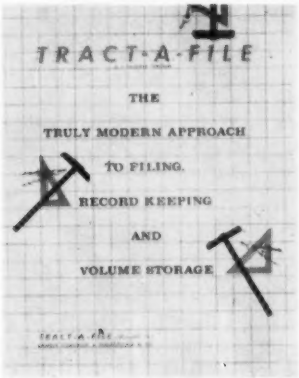
lighting, the history of incandescent lamp developments, and chapters on basic types, bulb shapes and sizes, glass types



and finishes, types of bases, and performance characteristics. For the guide book, **Circle No. 113.**

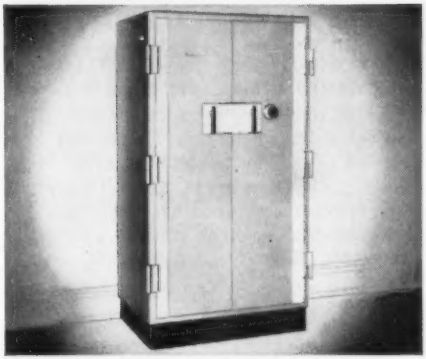
Mobile Shelf Files

Ramsey Co., 116 South 7th St., Philadelphia 6, Pa., offers their 16-page Tract-A-File Catalog 101 which illustrates equipment designed to speed filing operations, save space and simplify storekeep-



ing. File cabinets are available with or without doors, for use with regular or hanging folders. Space is saved because of fewer aisles, some cabinets being suspended from overhead rails and easily movable for access to stationary ones. Stationary cabinets support movable ones

LOOKING FOR
Protection?



Record protection, that is. Do you keep your business records in a modern safe carrying the Underwriters' Laboratories label? If you don't, then you certainly should be looking for protection. Consider that 43 out of 100 firms losing their vital records in a fire never reopen. Don't risk it. Keep those records in a Meilink A label safe. There is no safer safe in the whole wide world. See your Meilink dealer or write for folder to Meilink Steel Safe Company, Toledo 6, Ohio.

with MEILINK SINCE 1899 *it's for keeps*

Most complete line of safes and insulated products

Meilink Steel Safe Co.
1672 Oakwood Ave., Toledo 6, Ohio

Please send me your folders on Meilink safes and Hercules insulated steel files.

Name _____

Company _____

Street _____ *Zone* _____

City _____ *State* _____

For More Information Circle No. 348

BE

HOME STUDY COURSE IN PROGRAMMING ELECTRONIC COMPUTERS

The first and only one of its type, is being offered by Business Electronics Inc. Designed for inexperienced people, it is similar to a course members of the firm developed and are teaching at a large University. Students are taught to develop and program electronic systems for business problems such as Payroll, Accounts Receivable, Inventory Control, etc.

Free brochures describing the course are available upon request from:

BUSINESS ELECTRONICS INC.
Computer Department
420 Market Street, San Francisco 11, Calif.
For More Information Circle No. 349

ZIP-O-RITER

Addresses Directly from Card Files

Writes Headings On Work Sheets Accounting & Tabulating Forms

INDISPENSABLE FOR
MANY OFFICE ADDRESSING & DUPLICATING PROBLEMS.

Anyone can use the ZIP-O-RITER which prevents copying errors. Addresses or duplicates without plates, inks or costly machines.

S & M DISTRIBUTING CO.
3875 GARLAND ST., WHEAT RIDGE, COLORADO
For More Information Circle No. 350

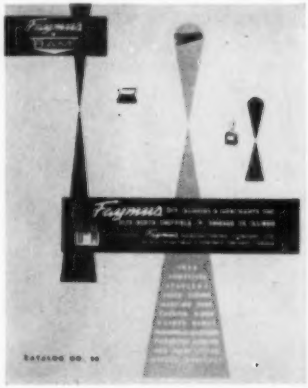
so there is no mutilation of floors, walls or ceilings. The same principle applies for storekeeping except that bolted steel shelving is used. The Bureau of Ships, Department of the Navy, Washington, D. C., reports anticipated savings the first year of 50% more than the equipment cost. For the catalog, **Circle No. 108.**

Pencils, Pens, Erasers

Linton Pencil Co., Lewisburg, Tenn., offers the latest 30-page Linton Pencil catalog which describes and illustrates the entire line including pencils for writing, drawing, coloring, copying, glass marking, etc., as well as erasers, pens, etc. Included are a number of new items. For the catalog, **Circle No. 176.**

Office Accessories

Bankers & Merchants, Inc., 3229 N. Sheffield Ave., Chicago 13, Ill., has published a 48-page catalog featuring over 17 new Faymus and Bami office supplies, accessories and marking equipment items, in addition to many of their regular stock



items. Among the new products is a Bami Marker with floating ball-valve action and felt tip, housed in an unbreakable plastic barrel. It writes freely, marks permanently and draws easily on any smooth or rough surface. Other new products include a direct action self-inking dater and a companion numberer; a 29-year metal wheel dater; an aerosol line comprising an air freshener, hand cleaner,

type and platen cleaner, and stencil inks in the most used colors; and a comprehensive line of staplers, tackers and stapling pliers. For the catalog, **Circle No. 110.**

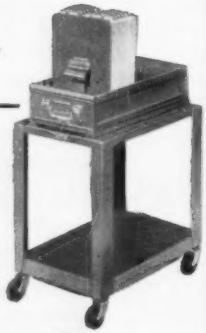
Labeling Machines

Cheshire Inc., 1644 N. Honore St., Chicago 22, Ill., offers two brochures illustrating and describing their automatic labelers, Model SL and Model E. The Cheshire Model SL is a custom-built automatic unit capable of labeling up to 20,000 periodicals per hour. Heavy or lightweight magazines, catalogs, newspapers, tabloids and flyers are automatically labeled at controllable speeds from 7000 to 20,000 per hour. Roll strip, continuous pack form or tape strip labels, pre-addressed on plate, stencil or punched card system are applied at quiet and sustained speeds. Low feeding table, adjustable conveyor speeds and height save time and cut payrolls. Label feeding, cutting, gluing and application, as well as reloading labels and replenishing glue are done without stopping the unit. Jamless stop, start and automatic throwouts eliminate misses and loss. Model E, with patented rotary heads for IBM and Addressograph strip, government or premium stamps, roll strip or continuous pack from labels, is flexible and easily operated by office personnel. It was designed to meet requests for light, compact, office size equipment similar to Cheshire's heavy-duty models. It will apply labels to all sizes of postcards, insertion cards, envelopes, pamphlets, brochures, lightweight booklets, magazines and quarterfold tabloids. For these brochures, **Circle No. 194.**

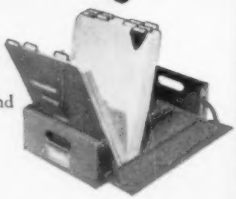
For More Information Circle No. 414

P.E.C. "MATIC"

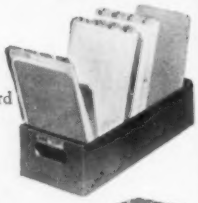
POSTING EQUIPMENT
INCREASES
OFFICE
EFFICIENCY
AUTO'MATIC'ALLY



DUO-MATIC
POSTING TRAYS AND STANDS . . . Tray models for sheet sizes from 7" x 11" to 12" x 12". Stands available in skeleton, fully enclosed or with Filing Drawer.



PORTA-MATIC
Trays available in 12", 14¾", 18", and 23¾" lengths and ten widths from 5" to 17". Lightweight . . . Portable.



TILT-O-MATIC
Five sizes for all standard register and sales book forms.

V-MATIC Tray
Ideal housing for writing board and machine accounting records requiring small capacity. Eight sizes.

Write today for our new, complete catalog.

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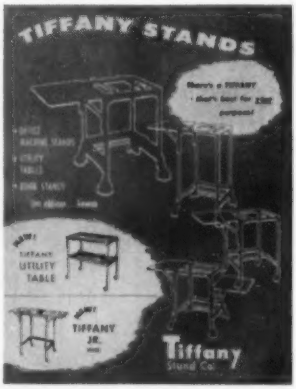
MEAD-LEE *Associates*
SOLE DISTRIBUTORS FOR
POSTING EQUIPMENT *Corporation*
1721 Elmwood Ave., Buffalo 7, N. Y.
Canadian Representative:
J. J. Carter Agencies, 901 Yonge St., Toronto 5, Ont.
For More Information Circle No. 351

Machine Stands

Tiffany Stand Co., 7350 Forsyth, St. Louis 5, Mo., offers a catalog describing the all-purpose Model 2300 Tiffany Utility Table, the Model 7711 Tiffany Jr.



Stand and other Tiffany products. Each model is described in time-saving, terse, telegraphic paragraphs. The scope of uses is highlighted and features are accented for the guidance of potential users. For the catalog, **Circle No. 205.**

Accounting Methods

Royal McBee Corp., Westchester Ave., Port Chester, N. Y., offers a 24-page "Portfolio of McBee Methods for Professional Accountants," which illustrates the benefits of the Keysort system of records keeping, the many uses of the McBee General Records Poster, Tabulating Punch and the Royal LGP-30 electronic com-

For More Information Circle No. 352

puter. McBee Methods are used by professional accountants to improve the efficiency of their clients' procedures. For a copy of the booklet, **Circle No. 115.**

Data Processing Accessories

Monarch Metal Products, Inc., New Windsor (Newburgh), N. Y., offers a 72-page catalog illustrating and describing its complete line of Data Processing Auxiliary Equipment. The catalog gives dimensions, capacities, weights and prices for card trays and racks, control panel cabinets, chairs, card punch desks, tape handling and storage equipment, trucks, tub files, vertical trays, sorter and wiring equipment, in an attractive two-color booklet. For a copy of this useful catalog, **Circle No. 114.**

Label Design Kit

Allen Hollander Co., 385 Gerard Ave., New York 51, N. Y., offers a Design-It-Yourself Label Kit to show how to reduce label costs 25%, eliminate unnecessary conferences, expedite decisions and turn ideas into actions. The kit contains step-by-step instructions for designing labels with a wide choice of standard borders, shapes, type styles and color combinations. It enables the average businessman to select the elements that will best convey his message quickly and at low cost. Forty-one border designs, 14 type styles, nine paper colors and tracing paper are provided. All the user has to furnish is the pencil. For the kit, **Circle No. 106.**

Management Reporting

Burroughs Corp., Detroit 32, Mich., offers a 28-page booklet, "Accounts Payable With Pushbutton Distribution for Industrial Plants and Other Firms," which covers the steps from preliminary procedures to preparation of a management report. Two complete plans are presented, each of which has been adopted by a large number of businesses. The booklet covers such subjects as trial balance op-

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KEEP BOTH HANDS FREE

Tele-Rest Features: COMPLETE ADJUSTABILITY for right OR left shoulder use • A BAND-AND-SCREW ATTACHMENT sturdy enough to hold the receiver firmly in place • A HOLDER PART DESIGNED TO FIT all popular handset receivers • EASY INSTALLATION that needs no further attention • NATURAL RUBBER INSERTS—clean and durable • COLOR OR BLACK, six colors and black • ECONOMY, years of service for pennies a year • EFFICIENCY, it frees BOTH hands while you phone.

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For More Information Circle No. 402

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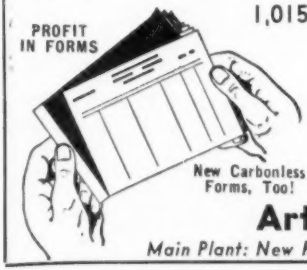
1,015 DEALERS HAVE A PROFITABLE SIDE-LINE in . . .



ONE-TIME *Snap-Easy* **CARBON FORMS**

The 1,015 dealers who sell Snap-Easy Forms get lucrative discounts . . . their own imprint on forms . . . protection on repeats. 1,015 dealers are making (Snap)-Easy money—So can you! Write today!

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Main Plant: New Rochelle, N. Y. — Branch Plants: Denison, Texas; Danville, Ky.

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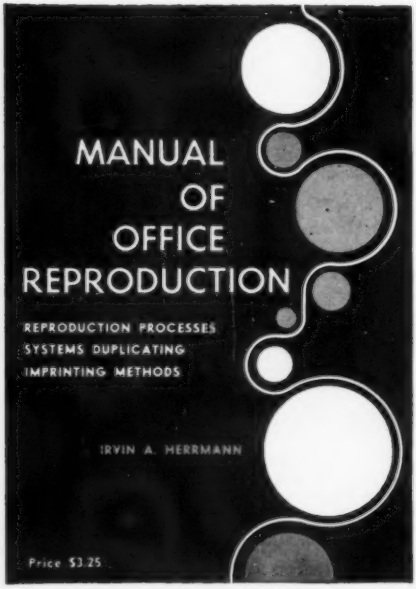
THE ONLY BOOK OF ITS KIND!



Describes all office reproduction and duplicating processes. Time-saving charts show at a glance which process to use for best results in any situation. Tells how to make the most economical use of whatever duplicating machines an office may now have—how to combine the advantages of one process with those of another to save time and money. Also tells when not to use certain methods.

Includes:

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STENCIL DUPLICATING,
RELIEF DUPLICATING AND PRINTING,
OFFSET DUPLICATING,
PHOTOGRAPHY (CAMERA),
CONTACT PHOTOCOPY,
CONTACT PRINTING (TRANSLUCENT MASTER),
FACSIMILE MASTER PREPARATION,
AUTOMATIC TYPEWRITERS,
AUTOMATIC DATA PROCESSING,
COMMUNICATION TRANSMISSION,
FACSIMILE TRANSMISSION,
PUNCHED CARD DATA TRANSMISSION,
IMPRESSION STAMPS,
ADDRESSING METHODS,
TABULATING MACHINES,
SIGNATURE MACHINES,
OTHER IMPRINTING MACHINES,
BINDING AND FINISHING EQUIPMENT,

Over 200 pages of helpful information, and illustrations (including 100 pages of advertising by duplicator manufacturers, with Buyer's Guide index).

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232 Madison Ave., New York 16, N. Y.

Please send me ..... copies of the MANUAL OF OFFICE REPRODUCTION at $3.25 a copy. ☐ *I enclose remittance.* ☐ *Send invoice.*

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City ..... *Zone*..... *State*.....

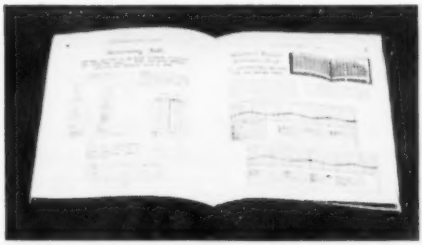
eration, machine vouchering, distribution as a by-product of check-writing, and an explanation of account distribution. For this booklet, **Circle No. 107.**

Storage Files

Convoy, Inc., Station B, Box 216-H, Canton 6, Ohio, offers an illustrated folder describing the uses and advantages of Convoy Chem-Board Storage Files now produced in 16 sizes for ledger sheets, letters, legal forms, checks, deposit slips, tab cards, invoices and other forms. For the folder, **Circle No. 208.**

Stock Forms

Standard Register Co., Dayton 1, Ohio, offers a 48-page Stanreco Stock Business Forms catalog which illustrates and describes the variety of stock forms available and how they can be used to greatest advantage for efficient, systematic and profitable control of any business. The man who runs a small or middle size business will find helpful, basic information relating to forms and systems. There are several sections of illustrated data



showing forms in general use covering the basic business functions: purchasing, receiving, payroll, accounting and invoicing. In each case the forms are described and brief outlines of probable uses are given. Other sections of the catalog are devoted to accounting aids, summary systems and a review of accessories. There is a section dealing with special forms not necessarily employed in systems. These include forms such as used for taking telephone messages, handling memos and other interoffice communications. For the catalog, **Circle No. 206.**

COTTERMAN TUBULAR WELDED STEEL SAFETY LADDERS
For Filing Rooms, Stock Rooms, Vaults, Strong—Easy to Move, Easy to Climb.

Mounted on Swivel Brake Casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling. Made in 13 heights — 4 widths. Send for Circular 56-O and prices.

I. D. COTTERMAN, Mfr.
123 W. Spring Avenue
Naperville, Ill.

For More Information Circle No. 354

The world's smallest and most economical adding machine... **SWIFT**

Only **$99.50** plus tax

SWIFT BUSINESS MACHINES CORP.
GREAT BARRINGTON, MASSACHUSETTS

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3 PHONE PROBLEMS SOLVED

1. *Safeguarding privacy.*
2. *Quieting the office.*
3. *Better hearing—noisy places.*

HUSH-A-PHONE
Model for all types of phones and dictating machines.
Write for Literature
HUSH-A-PHONE
65 Madison Ave.
Room 710
New York 16

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INSTANT PLASTIC LAMINATION

Clear Plastic sheets bind to each other—sealing any flat object in between. No machines, heat or other treating required. Guaranteed to protect against moisture, tearing, soiling, etc. Lasts indefinitely . . . will not discolor, harden or crack. AVAILABLE IN VARIOUS SIZES. WRITE FOR **FREE BROCHURE. Dept. A-5.**

PLAIN-VU, CARR CORP.
3407 Prospect, Cleveland 15, Ohio

For More Information Circle No. 357

News of the Office

IASA Officers

W. D. Babcock

The Insurance Accounting & Statistical Assn. elected W. D. Babcock of Keystone Auto Club Casualty Co., Philadelphia, president at its annual conference last month. A record-breaking 1625 persons attended the various programs. Vice presidents elected were: John C. Smith, Imperial Life Insurance Co., Toronto; Lowell Rinehart, Nationwide Mutual Insurance Co., Columbus, Ohio; and E. E. McCandless, United Benefit Life Insurance Co., Omaha.

Features of Systems Meeting

The 1958 International Systems Meeting will be held Oct. 13-15 at the Penn-Sheraton Hotel, Pittsburgh. The program will be devoted to three general categories: an appraisal of today's business systems, significant tools of the systems field, and the pattern of systems in the next 20 years. A management game on systems will be played at the conference, and there will be several European speakers. Every conferee will hear every talk and the speakers, not the conferees, will move. A permanent seat will be reserved for each delegate and meals will be delivered to the meeting room. Exhibits will include actual business systems, a collection of 200 procedure manuals, copies of all systems periodicals, historical systems information, theoretical systems applications and equipment ranging from pencils to computers.

Joseph A. MacQueen, director of organization planning reporting to the president of Alan Wood Steel Co., Conshohocken, Pa., was elected president of the Systems & Procedures Assn. of America. Other officers are David D. Merriman, McCord Corp., Detroit, vice president; Keith DeLashmutt, R. R. Donnelley & Sons Co., Chicago, secretary; Russell E. Holland, Procter & Gamble Co., Cincinnati, treasurer.

Change Your Mail Scale Charts

Postage charts on mailing scales become obsolete the end of this month. Arthur Sanders, executive secretary of the Scale Manufacturers Assn., advises offices also to have their scales checked for accuracy when the new rate charts are installed. He

SPAA officers, l. to r.: David D. Merriman, vice president; Russell E. Holland, treasurer; Joseph A. MacQueen, president; Keith DeLashmutt, secretary; Dar E. Tisdale, executive secretary.

DANGER SIGN: check your postal scale, now!

When your mail scale *under*weighs, your letter arrives "Postage Due" (and usually late), and your addressee, who may be a valued customer, has to pay 3¢. Nobody—but nobody—likes that!

Why lose respect and good will? Why not replace your old-fashioned scale with a *precision* Pitney-Bowes Mailing Scale?

TRY THE SILVER DOLLAR TEST!

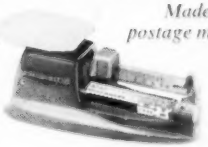
A silver dollar weighs 15/16 ounce. If your scale reads an even ounce or more, you are too often *over*paying and wasting postage (as much as $100 a year on 12 letters a day!) If it reads markedly *less* than an ounce, you are *under*paying postage, and hurting yourself, as shown above.

Pitney-Bowes offers a complete line of *six* mailing scales for every office, even the smallest. Included is a shipping room scale for parcel post up to 70 lbs. Ask your nearest PB office for a demonstration—or send the coupon for free illustrated booklet.

FREE: *Handy desk or wall chart of Postal Rates, with parcel post map and zone finder.*

PITNEY-BOWES
Mailing Scales

Made by the originators of the postage meter...offices in 107 cities in U.S. and Canada.



Model 4900 for the small office has convenient postage computer.

PITNEY-BOWES, INC.
3496 Walnut St., Stamford, Conn.

Send free booklet ☐ *postal rate chart* ☐

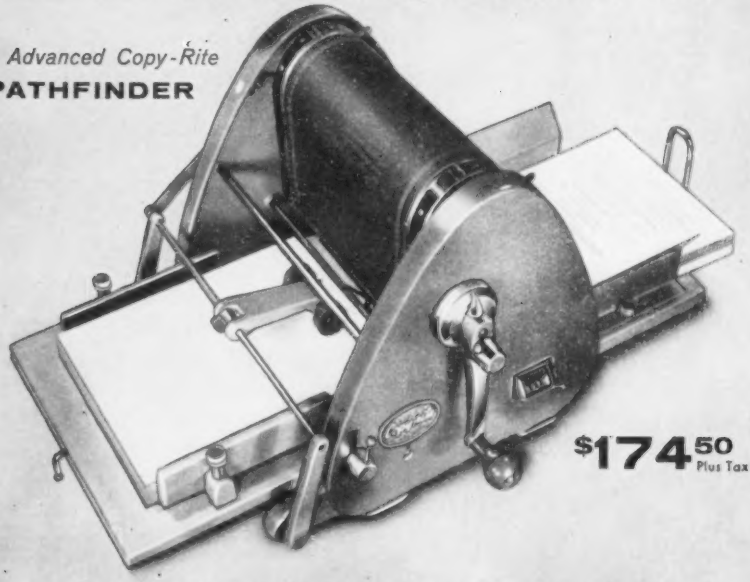
Name _____

Address _____

For More Information Circle No. 247

Never Before a Silk Screen, Twin Cylinder Stencil Duplicator With So Many Wanted Features and Advantages at This Price!

The Advanced Copy-Rite
PATHFINDER



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- Modern design—Rugged construction. Cadet Neutral Grey blends with any decor. Quiet Effortless Operation.
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- One reproduced copy for every single, clockwise revolution and only reproduced copies are registered on 4 digit, reset counter.
- Silk Screen, Stencil and Ink Distribution Roller easily removed for quick color change.
- Largest reproduction area of any comparable duplicator! 13" x 7¾" (approx. 100 square inches).
- Exclusive, built-in Paper Deflector (stiffener) on receiving tray prevents offset or ink smudging of reproduced copies.

Let us send you details on our Complete Line of Spirit and Stencil Duplicators and related Supplies. Write Dept. O-3

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Copy-rite Duplicator

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San Francisco Brooklyn

For More Information Circle No. 254

said, "Millions of scales have been in use for years without being checked and you never know how much an inaccurate scale is costing by overcharging. Also, mail may be delayed or recipients annoyed by postage-due mail."

Elected at NOMA Conference

Fred A. Schultz, assistant secretary, Unity Mutual Life Insurance Co., Syracuse, N. Y., was elected president of the National Office Management Assn. at its annual conference in Chicago. Walter Emmerling, office manager, Procter & Gamble Co., Cincinnati, is 1st vice president. Attendance at the conference was somewhat below that of last year. The business show, held in connection with the conference, was open only three days. Next year, NOMA will hold its annual conference in New Orleans, May 24-27.

Fred A. Schultz

Walter Emmerling

Accountants Elect Inglis

John B. Inglis

John B. Inglis, partner in the public accounting firm of Price Waterhouse & Co., New York, was elected as president of the National Assn. of Accountants. Vice presidents are: D. Dean Barbor, treasurer and secretary, York-Shipley, Inc., York, Pa.; Theodore W. Bonnevier, assistant vice president and controller, Acme Steel Co., Chicago; Eugene J. Kempf, assistant controller, S. S. Kresge Co., Detroit; George F. McCormick, assistant treasurer, Lance, Inc., Charlotte, N C.; H. L. Mollenkopf, controller, General Tire & Rubber Co., Akron; William J. Pawelec, manager, accounts & budgets, RCA International Div., Clark, N. J.; Harold E. Rowles, treasurer, Stecher-Traung Lithograph Corp., Rochester, N. Y.; Charles D. Sands, vice president & treasure, Export Leaf Tobacco Co., Richmond, Va. Charles H. Towns, of Lybrand, Ross Bros. & Montgomery, New York, was re-elected treasurer.

Hughes Heads Controllers

J. McCall Hughes

J. McCall Hughes, vice president and controller, Mutual Life Insurance Co. of New York, was elected president of the Controllers Institute of America. He succeeds James L. Peirce, vice president and controller, A. B. Dick Co., who becomes chairman of the board of directors. Stuart W. McLaughlin, controller, West Virginia Pulp & Paper Co., New York, was re-elected treasurer of the institute, and Victor L. Persbacker, controller, American Brake Shoe Co., New York, was renamed assistant treasurer. Paul Haase, managing director of the institute, was renamed secretary.

Mason Is NSBB President

Harold C. Mason

The National Society for Business Budgeting elected Harold C. Mason as its national president at its annual meeting in New York. Mr. Mason is controller of S. C. Johnson & Son, Inc., Racine, Wisc.

Other national officers are: 1st vice president, R. Visscher Millar, division controller, Pennsalt Chem-

ATLAS
VERTICAL FILING
SYSTEMS

FAST
EFFICIENT
ECONOMICAL
SAFE

FOR
NEGATIVES • OFFSET PLATES
STENCILS • SKETCHES
ARTWORK • MASTERS
X-RAYS

ATLAS CABINETS

Complete line of models for negatives, plates, stencils, etc. up to 21" wide. Capacities up to 1,400 pieces. Wide range of sizes up to 26" wide, 52" high, 28" deep.

ATLAS HANGERS

Over 20 types and sizes, a complete patented line. Lug, spring-clip and envelope types to fit every need.

At Quality Equipment Dealers Everywhere—Specialized Model at Addressograph-Multigraph Agencies

Write for Complete Catalog

ATLAS

STENCIL FILES CORP.
16716 Westfield Ave., Cleveland 10, Ohio

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ical Co., Philadelphia; treasurer, Charles G. Manteuffel, controller, Louisville Builders' Supply, Louisville; secretary, Harold L. Coltman, associate, McKinsey & Co., Los Angeles.

AMA Summer Workshop

Included in the summer program of American Management Assn. at Colgate University, Hamilton, N. Y., are five office management workshops, Aug. 25-29. Subjects will be electronic data processing, office machines and equipment, systems, cost reduction and control, and office services. Complete program from AMA, 1515 Broadway, New York 36.

Minutes Are Money

If you have ten employees and are paying them an average of $1.25 per hour, five minutes wasted per day for a year will cost you $531.20. In a much larger office, with 500 employees, and the same time wasted, $26,560 will go down the drain in a year. If your wage rate is $2.50 an hour, those five minutes per day will cost you $1,062.60 with ten employees, $5313 with 50, and $53,130 with 500. If you are a medium sized office with 100 employees and are paying $1.50 per hour, you'll find $6376 less at the end of a year if only five minutes per day per employee is wasted. All figures are based on an eight-hour day, five-day week and 255 working days per year, overhead cost taken equal to hourly rate. A two-color chart for wall display titled, "How Much Money Have You Thrown Away Today?" shows the annual cost of five lost minutes at various wage rates. The chart is available free from Cincinnati Time Recorder Co., Cincinnati 14, Ohio, or **Circle No. 172.**

Secretaries Meet This Month

The National Secretaries Assn. will hold its annual convention July 16-20 at the Leamington Hotel, Minneapolis. More than 2000 secretaries are expected to attend. The convention's exposition will have as its theme, "Better Letters—Better

Eliminate Dangerous, Messy Wires

Use ELECTRIDUCT

New Over-the-Floor Extension Cord
Safe, Stumbleproof, Unobstructive

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214 Ivinson Ave., Laramie, Wyoming

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FORCE Paragon MODEL IC AUTOMATIC NUMBERING MACHINE

Specially developed for numbering thru carbon snap-outs. Guaranteed to go through 6 to 8 copies with ease. Equipped with 7 sharp faced 3/16 inch Gothic figure wheels. Consecutive, duplicate and repeat actions. Letter wheels also available.

10 day trial offer

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434 S. Wabash Ave., Chicago 5, Ill.

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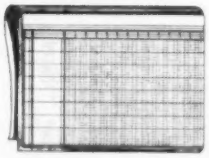
Pen ruled and printed both sides on 28 lb. White (25% rag) Ledger.

• COLUMNAR SHEETS

Pen ruled and printed both sides. Single & Double Page Forms. Numbered lines.

• COLUMNAR PADS



On #16 Buff Sulphite. Also available for ring binders.

FREE Catalog & Price List.

Write Today!

THE NATIONAL MANIFOLDING CO.
521 BROWN STREET, DAYTON 2, OHIO

For More Information Circle No. 281

magnetic

Visual Control Systems

Put Your Business Operations at Your Fingertips

Guaranteed permanent magnetic indicators that can be quickly placed and stay put make the Maggie Magnetic control system completely flexible with limitless signaling and charting possibilities. You tailor it to your individual records. Moreover, it cuts errors, clerical costs and raises efficiency. Low in cost, too . . . packaged kits begin at $49.50.

For further information, write to:

maggie magnetic inc.
39 W. 32nd St., N.Y. 1, N.Y.

For More Information Circle No. 283

Learning—Better Living." Sixty-five booths will accommodate exhibitions of office equipment, educational material, personal and household goods.

Forms Procurement Plan

A program which makes it possible to eliminate duplication of paperwork and operations frequently encountered in large scale ordering, printing and stocking of forms was announced by Cullom & Ghertner, Nashville, Tenn., forms printers. Their Integrated Procurement Plan operates on the theory that a company can most efficiently fill the printed forms needs of its various plants and offices by integrating all ordering, printing and inventory functions. Cullom & Ghertner assumes complete responsibility for supplying the forms to each plant on a planned schedule, bills all orders on integrated invoices, and maintains monthly inventory controls for each branch. According to C&G president Alven S. Ghertner, several organizations have already decided to take advantage of IPP, including American Radiator & Standard Sanitary Corp., Esso Standard Oil Co. and the Sisters of Charity who operate 18 hospitals. He said that a typical large company may use over 3500 different forms and pointed out that "as many as 20 purchase orders may be processed throughout the various plants to obtain one type of form. Each of these orders requires individual processing and billing. This can lead to duplicate ordering, expensive short-run printing jobs and poor inventory control. IPP eliminates these disadvantages while still serving the individual needs of each branch."

VEEDER-ROOT

Any number of Countrol Systems can be based on the VARY-TALLY

Simple punched-card systems, based on Vary-Tally Multiple Unit Reset Counters, give complete and up-to-the-minute cost and stock-control information by types, colors, sizes, textures, grades, customers, or other classifications. Also keeps production geared more closely to demand. Let us show you how easy it is to develop a Vary-Tally system for your particular needs.

VEEDER-ROOT INC., Hartford 2, Conn.

"The Name that Counts"

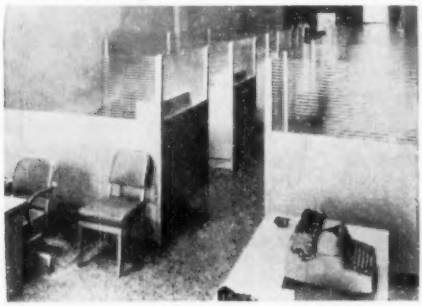
For More Information Circle No. 412

Branch Office Service

CONFUSION often results when changes are made among field representatives who work out of their homes. Sometimes, before the new addresses and phone numbers are fully publicized among customers and prospects, promotions and territory changes bring in new representatives. A better method is to have a permanent branch office but it generally must be low in cost, yet offer all the facilities necessary for good office procedure. National Branch Offices, Inc., has established this service for companies desiring branch offices in key cities. The service is tailored to meet individual needs, and includes a full-time secretary-receptionist, a separate phone, phone number and directory listing.

In addition, there are modern office machines such as electric typewriters, photocopiers, duplicators, dictating machines and Teletype if required. All offices are equipped with modern furniture, conference room and reference library. The entire package can be paid for with one tax-deductible bill each month.

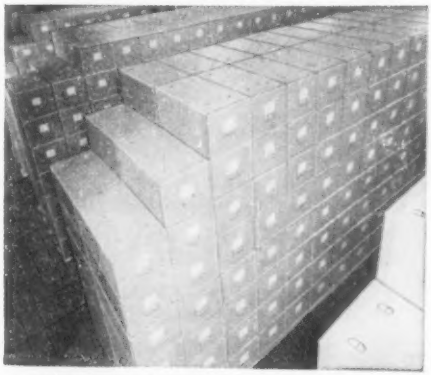
Considering the cost of maintaining



A typical National Branch Office.

Q. GOT HIGH-PRICED HELP LOOKING FOR RECORDS?

A. LOW-COST "CONVOY" STORAGE FILES!



All your semi-active or inactive records are instantly available. What a time and money-saver today!

Rigidized permanent Drawer and Shell construction eliminates shelving and costly searching (the biggest item).

All this at half the cost of steel because "CONVOYS" are heavy duty corrugated board processed to remarkable strength.

Sizes: letter, legal, check, deposit slip, tab card . . . 10 others.

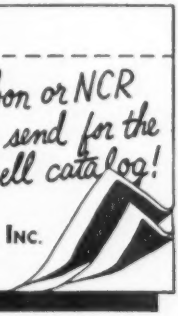
There's a dealer near you — or write

CONVOY, Inc.
STATION B, BOX 216-H
CANTON 6, OHIO

For More Information Circle No. 359

Memo

Don't buy carbon or NCR forms until you send for the FREE Cromwell catalog!



CROMWELL PRINTERY, INC.
ROTARY DEPT.
ALBANY 1, N. Y.

For More Information Circle No. 360

It's As Simple As

To FIND FACTS FASTER with the NEW, MORE EFFICIENT Edge Punched Card Structures

- ***At Less COST***
- ***Less CODING***
- ***Less GROOVING***
- ***Less SORTING***
- ***Less HANDLING***

MANUFACTURING • BUSINESS
SCIENCE • EDUCATION
ALL CAN SAVE MONEY — SAVE TIME — SAVE EFFORT WITH AN E-Z SORT SYSTEM.

SOLE MANUFACTURERS OF E-Z SORT SYSTEMS
THE MOST EFFICIENT MARGINALLY PUNCHED CARDS.

For More Information Circle No. 363

your own branch office as compared with this plan, there is a savings of $350 to $400 per month. Branch offices are available in key cities such as Chicago, Milwaukee, Los Angeles, Minneapolis-St. Paul and St. Louis, and it is planned to expand this service to many other cities. Desirable franchises are available to responsible people who can set up a branch office under the direction of National Branch Offices, Inc., 2040 W. Wisconsin Ave., Milwaukee 3, Wis., from whom full information is available. For an illustrated brochure, **Circle No. 177.**

Adventures in Records

(Continued from page 27)

mixed together. All manner of records were packed in boxes, bags and bundles.

I worked on another outstanding mess in setting up a records system for an engineering firm. Told to unload the records at a warehouse, a truck driver and his helper dumped the entire van load in a pile on the floor. It took months to catalog them.

Probably the most maddening job I ever contracted for was the sorting of sales slips for a shoe manufacturer. We had to arrange 32,000 sales slips by customers' names. The clerks had been more interested in making sales than in keeping records, so all the names were written hastily and almost illegibly. The slips were, characteristically, filed in shoe boxes.

Many firms contract for records management improvement for only one or two departments at a time, instead

THE **NEW** IMPROVED

COPY-RIGHT Copyholder

for over 30 years the "most wanted" copyholder ...now manufactured by Curtis-Young Corporation.

EXCLUSIVE FEATURES

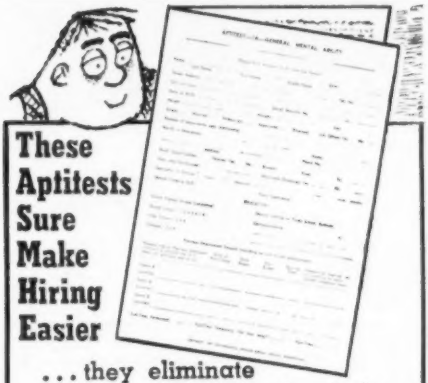
- 2-Lever Action ... feather touch spacer moves copy up line or more at a time... velvet brake lowers copy.
- Turned-Page Clamp, holds back finished pages.
- Patented Knee-Action Gripper, holds any weight copy securely.
- Fastens Firmly to any Typewriter, quickly and easily.

Copy plate tilts instantly to any angle for perfect readability.

Copy-right is available in 6 sizes to take widths up to 36 inches.

CURTIS-YOUNG CORPORATION
Copyholders • Duplicating Supplies • Carbons • Ribbons
110 W. 18 Street New York 11 N. Y. • Cable CURTYOUNG

For More Information Circle No. 276



These Aptitests Sure Make Hiring Easier

...they eliminate guesswork in selecting help

At last . . . brief, easy to administer and grade aptitude tests for small or medium businesses. Perfected by nationally known psychologists . . . assure accurate, scientific employee selection . . . reduce costly job-training. Introductory set of 8 classifications—$10.00, postpaid —MONEY BACK GUARANTEE.

Send trial order now or write for FREE literature.

APTITESTS 31 South Carpenter Ave. Indiana, Pa.

For More Information Circle No. 277

#MT4

CONFIDENTIAL MAP FILE

Easiest way to file and find maps, blueprints, tracings. Quality metal cabinet file with locking doors. 112 tilting tubes handle 60" prints. Tubes indexed for quick location. Shipped from stock.

Patent No. 1610368. Other Patents Pending.

SCOTT-RICE CO., 610 S. Main, Tulsa 3, Okla.

For More Information Circle No. 278

IT'S VISIBLE

Model 41— 3 Movement Numbering Machine

WRITE FOR DETAILS

654321
Facsimile Impression

AMERICAN NUMBERING MACHINE CO.
ATLANTIC AND SHEPHERD AVENUES
BROOKLYN 8, NEW YORK
BRANCH—105 W. MADISON ST., CHICAGO 2, ILL.

For More Information Circle No. 279

WHEN QUALITY COUNTS

Mend it, mount it, bind it, attach it *quicker more efficiently!* Use permanent, waterproof, transparent UHU in *your* office.

UHU® GLUES EVERYTHING BETTER!

Order through your supplier or write to:
UHU Products Corp.,
820 Greenwich St., New York 14, N. Y.
For More Information Circle No. 323

NIPPO

CHECK WRITER

Indelibly prints
Just the same as a big machine costing up to $500.—

F Type

NIPPO MACHINE INDUSTRY CO., LTD.
Tenjin-cho-Nishi-ku, Yokohama, Japan
For More Information Circle No. 324

MASO **QUALITY OFFICE EQUIPMENT:**

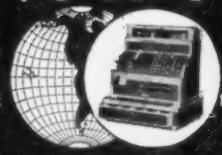
Elevator stands, metal bookcases, steel shelving, lustrous laminated plastic chair mats.

Write for Catalog

INTERSTATE METAL PRODUCTS CO., INC.
666 N. Lake Shore Drive, Chicago 11, Ill.
For More Information Circle No. 325

CASH REGISTER PARTS

WORLD WIDE SERVICE



HIGHEST QUALITY PRODUCTS

CASHERE CORPORATION
Successor to International Cash Register & Parts Co.
207 E. Evergreen Ave., Mt. Prospect, Ill.
For More Information Circle No. 326

of for the entire establishment. As we were finishing one of these single-department jobs, the head of another department came to us and begged us to straighten out his records and the records of the sections under him. He had secretly installed shelves in his coat closet so that he could keep control of the papers he wanted. There was a subsidiary file unit in his desk and another in his briefcase. He claimed that

Locating an old document in a controlled records center.

once a paper got into his secretary's hand it seemed to disappear from the earth. In reorganizing his records we found piles of unfiled papers in the back of his secretary's file drawers.

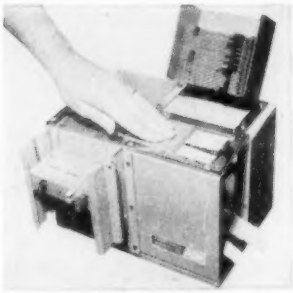
In my business travels around the country I've worked under strange conditions. Once I did an inventory of records in a Quonset hut at a Louisiana oil field in the middle of a hurricane. The wind that hammered against the thin steel walls of the hut had blown down the power lines. My only source of light was a flashlight held by a back-

woods deacon, who sang hymns as I worked.

Working on the records of one of the country's oldest firms, we walked into a storage room that hadn't been opened for years. Like the first men to enter King Tut's tomb, we stirred up clouds of choking dust at every step. We had to wear anti-silicosis masks and overalls to complete the job. I ran into quite the opposite situation in a nationally known pharmaceutical company. The records, like everything else, were kept so hygienically that I was reluctant to handle them.

Not all firms are addicted to records hoarding or committed to records management systems. After making a survey of a records storage installation at the end of a New Jersey pier I wrote in my report that I disapproved of the layout. When I made a follow-up visit I learned that the company had sold the property and burned the records.

Masks give protection against dust when sorting old records.

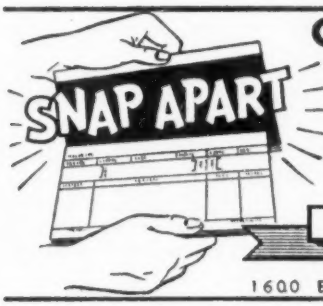


The Quik-Stripper

TAKES PLATES AND CARDS OUT OF ADDRESSOGRAPH FRAMES!

Slide frame over opening in table-top of Quik-Stripper. Plates and cards fall out, slide down chute into waste basket. Impossible to get grime in hands or ruin fingernails. Work from back of frame. Fingers never touch inked plate. Pays for itself because of time saved. Models for all styles of frames. Trouble free. No service problems. Send for circular giving details and prices. Specify style of frame to be stripped or send sample. Write Addressing Machine Co. of Calif., 667 Mission St., San Francisco 5, YUkon 2-2130. Quick-Strippers sold on 5-day approval.

For More Information Circle No. 327



ONE-TIME Carbon Forms

Increase Efficiency, Reduce Costs

Sold through our Dealers only . . .

DEALERS: Liberal Discounts – Delivery you can depend on. All forms carry YOUR imprint. No inventory, equipment, shipping or warehouse costs. Write TODAY to New Dealer, Dept. 1, 1600 E. 26th St., Little Rock, Ark.

INTERNATIONAL BUSINESS FORMS
INCORPORATED

1600 E. 26TH STREET • LITTLE ROCK, ARKANSAS

News of the Industry

NSOEA General Manager

C. M. Mortensen

Charles M. Mortensen, manager of the association service department of the U. S. Chamber since 1953, was appointed general manager of the National Stationery & Office Equipment Assn., it was announced by William R. Diehl Jr., NSOEA president. Mr. Diehl also announced the resignation of Paul E. Burbank who has served the association as general manager since 1946 and who will remain in a consulting capacity primarily concerned with the development of new projects for the industry.

Busher to Head Friden Sales

Robert E. Busher

Walter S. Johnson, president of Friden, Inc., announced that Robert E. Busher will succeed Lawrence B. Taylor who has resigned as vice president in charge of sales effective Aug. 1. Mr. Taylor has been retained by Friden in a consulting and advisory capacity and remains on the board of directors. He plans to engage in his own business devoted to devising, installing and supervising data processing systems. Mr. Busher has been active in sales management for over 30 years. He first started selling calculators in 1921 and became associated with Friden in 1934.

Robertson Appointments

Robertson Photo-mechanix, Inc., Chicago manufacturer of photomechanical equipment, has enlarged its advertising and sales departments in keeping with expanded manufacturing facilities, increased sales and the addition of new lines, according to Leonard S. Florsheim Jr., president.

D. T. Kennedy

R. T. Kreiman

D. Thomas Kennedy, formerly in charge of sales activities, was promoted to manager of the expanded advertising department. Robert T. Kreiman was appointed sales manager, heading up a new sales program for the distribution of Robertson Process Cameras and Platemaking equipment through an international dealer organization.

Seares Heads Sales Executives

Al N. Seares, vice president of the Remington Rand Division of Sperry Rand Corp., was elected president of National Sales Executives, Inc.

New efficiency for every office . . .

at *A New Low Price!*

PRESENTING THE

SPEED-O-PRINT

ALL-NEW

Executive

AUTOMATIC

MAIL OPENER

$174.50

Plus Federal Excise Tax

Handsome Matching

SPEED-O-STAND

Ample working space and handy storage space. Blends with modern office equipment and furniture.

$49.50

ELECTRICALLY OPENS UP TO

600 LETTERS PER MINUTE

Opens envelopes of any size or thickness • Adjustable trim cut • Will not damage contents • Completely safe — automatic shut-off • Letters and trim strips neatly stacked in separate removable trays • Compact; simple to use.

Speed-O-Print Corporation

1801 WEST LARCHMONT AVE., CHICAGO 13, ILL.

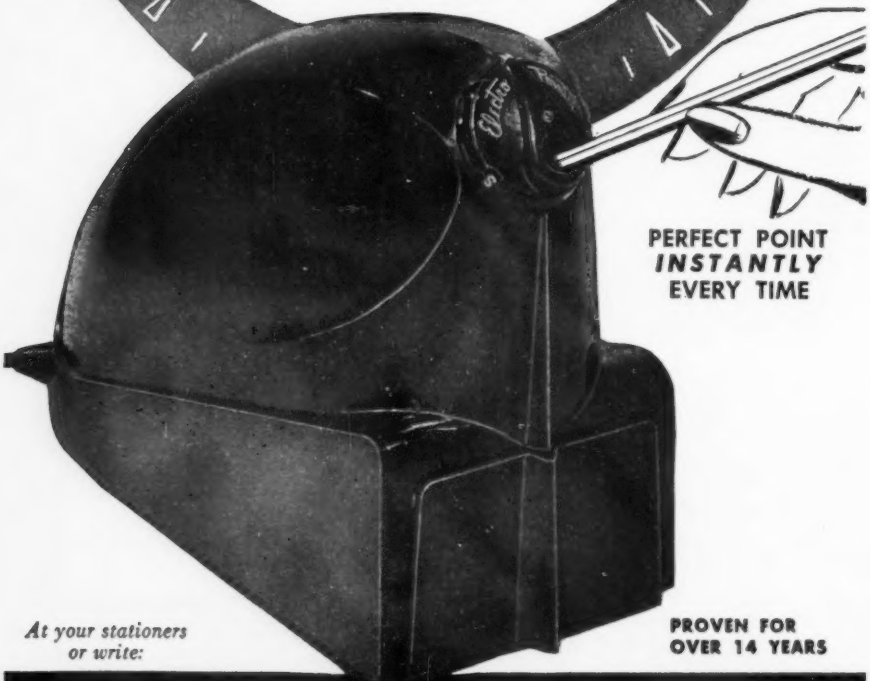
For More Information Circle No. 249

NO LOST TIME

hand sharpening pencils with

electro-pointer

The world's finest completely automatic electric pencil sharpener eliminates the time-consuming job of cranking outmoded hand-type sharpeners. Just insert any size wooden pencil and instantly the Electro-Pointer gives you a perfect point.



PERFECT POINT *INSTANTLY* EVERY TIME

At your stationers or write:

PROVEN FOR OVER 14 YEARS

STILE-CRAFT MANUFACTURERS, INC.
1825 MACKLIND ST. LOUIS 10, MO.

For More Information Circle No. 252

Comptometer's Management

Peter G. S. Mero was elected a director of Comptometer Corp. He replaces Jane Morgan Tarrant who retired after serving as a member of the board since 1944. Board members reelected were Raymond J. Koch, chairman; Albin E. Carlson, president; James J. Clerkin Jr., administrative vice president; Fred B. Hanson; John Slezak, and Charles A. Capek. Mr. Mero was elected a vice president; Raymond F. Koch, secretary; George D. Kasten Jr., treasurer, and Robert W. Smith, assistant secretary and assistant treasurer.

For Eastern in Atlanta

Appointment of David C. Bristow as sales representative in the Atlanta district office of Eastern Corp., Bangor, Me., maker of Atlantic Bond and other fine business papers was announced by Charles De Zemler Jr., sales manager. For the past 12 years Mr. Bristow has been with the Whiting Paper Co. for whom he has been southern sales representative since 1953. He will assist Roland S. Collins, Eastern's district sales manager, in the Atlanta office at 1392 N. Morningside Drive, N. E., Atlanta 6.

New York Stationery Show

The Second Annual Eastern Commercial Stationery Show will be held Oct. 25-28, in New York's Trade Show Building. It is jointly sponsored by the Stationers Assn. of New York and the Metropolitan Travelers Club.

Donna Stallings, Queen of the 1958 National Business Show, with a drawing of the show's theme area which will be a 1908 business street scene including a 50-year-old office. Show opens in the New York Coliseum Oct. 20.

Microdealers Elect Adams

Karl Adams Jr., Boston, was elected president of Microdealers, Inc., at the annual meeting in New Orleans. This national organization, with headquarters in Waltham, Mass., coordinates the buying, research and advertising, as well as national contracts for industry or government, for a group of the largest independent microfilm service companies.

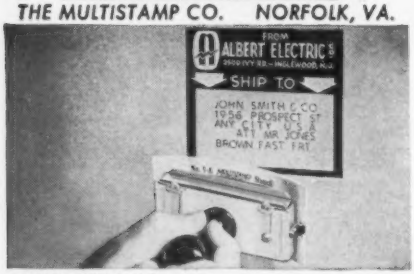
Clarkson Distributor

Consolidated Business Forms Co. of Pittsburgh was named exclusive distributor for Clarkson Press, Inc., a leading producer of tabulating forms. The distributorship was announced by William Ashby,

Henry Frankel (center), president, Frankel Carbon & Ribbon Co., Denver, and Mrs. Frankel, in Manila for an extensive business survey, were met by executives of Corona Supplies Co., Frankel distributors.

MULTISTAMP
STENCIL DUPLICATOR®

THE MULTISTAMP CO. NORFOLK, VA.



PRINT DIRECT! The MULTISTAMP Hand Stamp Stencil Duplicator prints shipping data direct on cartons, boxes, packages. Of rustproof metal to last indefinitely. Get 1,000 or more clear, sharp impressions from one stencil without re-inking. In photo above, shipper's name, address and "Ship To" label were preprinted by carton manufacturer.

Model 1A above, complete outfit with supplies in sturdy case, $12.50 f.o.b. factory. 7 other outfits $9.50 to $99.50. At office and shipping room supply dealers, or write for FREE catalog.

ALSO IDEAL FOR

SHIPPING TAGS **MENUS**
LABELS **OFFICE FORMS**
POST CARDS **BULLETINS**

THE ORIGINAL HAND STAMP STENCIL DUPLICATOR

OVER 35 YEARS

For More Information Circle No. 361

PLATENS PARTS SUPPLIES for TYPEWRITERS and other office machines

Now in New and Larger Quarters

TYPEWRITER EQUIPMENT CO., INC.
25 Park Place, New York 7, N. Y.

For More Information Circle No. 362

Consolidated's president, and Max B. E. Clarkson, head of the Buffalo, N. Y., printing firm. Consolidated will represent Clarkson in West Virginia, Ashland, Kentucky, Youngstown and Warren, Ohio, and in Pennsylvania except Philadelphia, Erie, Bradford, Warren, Emporium, Wilkes-Barre and Scranton.

Kelsey Joins Marchant

Alan F. Kelsey has joined Marchant Calculators, Inc. as director of manufacturing, it was announced by Walter Kassebohm, executive vice president and general manager. Mr. Kassebohm also announced the appointment of John E. Wilson as plant manager of the company's Oakland factory now approaching completion.

Copease Appoints Neslage

Oliver J. Neslage Jr. has joined Copease Corp. as assistant director of advertising and sales promotion, it was announced by Charles E. Hallenborg, president. He will work under the supervision of James D. Wood, advertising and sales promotion director, coordinating the company's promotion program in support of its 150 dealers.

Banda House, London, England, new headquarters of Block & Anderson Ltd., manufacturers of Banda duplicators and British distributors of Marchant, Victor and Facit figuring machines.

It just SNAPS apart

LETTEREX sets are available in all colors. A set is a high quality onion skin lightly tipped to an intense and clean carbon sheet. 500 sets to a box.

LETTEREX

1114 HALF STREET, S.W., WASH. 24, D.C.

For More Information Circle No. 272

LESTRO ELECTRIC STAPLER

NO. 70

Operated by finger tip control or foot-switch—115 volt—60 cycle, A.C.

Staples up to 40 sheets of paper easily. Weighs only 4 lbs. and requires only 9⅜" x 3" desk space.

Soft rubber underbase—no bounce, no slide—can be fastened down.

2 or 3 staplers may be operated simultaneously by footswitch.

EASY AUTO STAPLER CO.

160 Broadway, New York 38, N. Y.

For More Information Circle No. 274

SECRETARIES ACCLAIM

The ALL NEW

SPEEDRITE

FOLDING COPYHOLDER

Welcomed by secretaries as a valuable aid to production and accuracy. Relieves eye and neck strain. Completely adjustable to desk and light conditions. Never in the way. Folds behind typewriter when not in use.

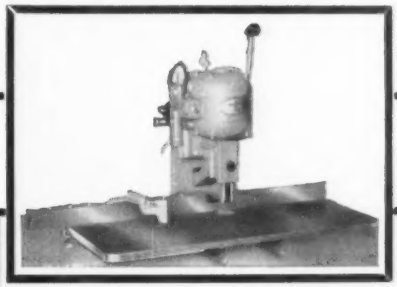
Other Hall-Welter products include: Error-No Copyholders, Speedrite Checkwriters, Chexsigno Check Signers.

HALL-WELTER COMPANY, INC.

38 Mt. Hope Avenue • Rochester 20, N. Y.

For More Information Circle No. 273

YOU PAY FOR IT WHETHER YOU BUY IT OR NOT!



Save costly, time-consuming "farming-out." The small investment in a PIONEER PAPER DRILL is soon repaid and then goes on making money for you instead of someone else. Anyone can operate. A production machine with such quick set-up that short runs are a special delight. The best value of all time. Accessories for cornering, slotting and slitting. Write for literature today.

P I O N E E R

1130 NEBRASKA • TOLEDO 7, OHIO

For More Information Circle No. 275

NBS

LARGEST AND MOST IMPORTANT SHOW OF ITS KIND IN THE WORLD

Most representative in products and services . . . Most important in management attendance . . . Most important source of new ideas.

New York Coliseum, Oct. 20th thru 24th

1958 NATIONAL BUSINESS SHOW

Rudolph Lang, Managing Director
530 Fifth Ave., N. Y. C. OXford 7-7142

For More Information Circle No. 284

J.A. HEINRICH
DANKERS
HAMBURG 11
GERMANY (Western Zone) establ. 1905

PARTS
PLATENS
TOOLS
ACCESSORIES

for all office machines

For More Information Circle No. 285

• Repli-Memo
• Invoice
• Purchase Order
• Bill of Lading
• Voucher Check

STOCK BUSINESS FORMS

. . in the new
FLIP OUT DISPENSER BOX

Approved "Rogersnap Business Forms"—save time and money. Forms include Repli-Memo, Voucher Check, Purchase Order, etc.

Write for FREE sample. Dept. "O."

ROGERSNAP
BUSINESS FORMS

P. O. BOX 10425 DALLAS 7, TEXAS

For More Information Circle No. 286

STOP Spilling Solutions!
Save Time and Money with New
TIPPA CAN
EASY-POUR CAN HOLDER

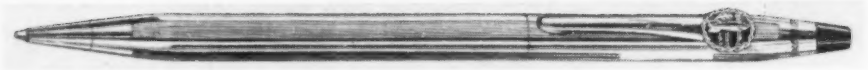
TRY 10 DAYS FREE!

No Lifting! No Straining! New Fast One-Hand Pouring!

NOW pour all solutions and liquids quickly, easily, accurately from any standard 5-gallon drum with one hand only with the all-steel TIPPA-CAN Holder! Counterbalanced tilting-cradle action. Easy to regulate flow precisely, ends over-filling, splashing, waste, *pays for itself!* Only $11.95; *postpaid* if check accompanies order. 10-day money-back guarantee. Folder on request. *Dealer inquiries invited!*

LITHO RESEARCH, INC.
14339 36th N.E. Dept. OM Seattle 55, Wash.

For More Information Circle No. 287



A. T. Cross Co., Providence, R. I., shipped 11,600 12-kt. gold-filled Cross Century pens and pencils to the Oldsmobile Division of General Motors Corp. for use as business awards. The order's retail value was approximately $90,000. A three-color Oldsmobile emblem, embossed in gold, appears at the top of the pocket clip.

Nekoosa Service Engineer

Charles O'Neill, a Nekoosa-Edwards Paper Co. sales representative since 1954, was appointed sales service engineer for the firm. According to G. E. Veneman, vice president and director of sales, the position was established to meet a growing need for closer liaison between paper users and the company's manufacturing department. "The rapid expansion of printing and other paper using industries has brought tremendous technological advances in equipment and procedures," Mr. Veneman said. "These developments have placed new emphasis on paper quality and have given rise to more rigid specification requirements." As a result, he pointed out, both suppliers and consumers are faced with new problems of a technical nature.

Underwood Midwest Manager

Robert T. Pratt was appointed district manager for the midwestern district of Underwood Corp., according to an announcement by D. H. Burrell, vice president-marketing. The district comprises the states of: Ind., Iowa, Ill., Minn., Wis., Mo., Kans., Mich., N. Dak., S. Dak. and Nebr.

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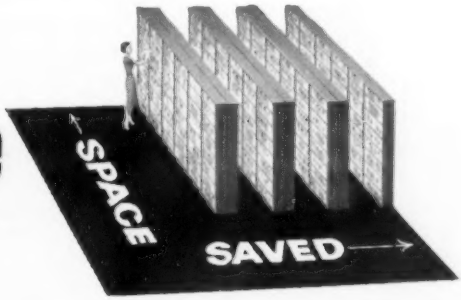

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For More Information Circle No. 364

Perpetual Inventory

(Continued from page 90)

Since Caloric's accounting was being done on NCR bookkeeping machines, it was decided to try and adapt the equipment to the needs of the purchasing department. The first step in solving the problem was to ask the purchasing director to enumerate what information and facts would be required on a perpetual inventory record and what items of this record would be needed by the purchasing department for ordering and expediting without the necessity of reviewing the perpetual inventory records.

A ledger card was then designed (Fig. 1) to develop the required information and included a complete description of each item, part name and number, manufacturer's part number, and a complete record of orders placed (both released and blanket), releases, receipts and withdrawals developing monthly usage and balance of stock on hand. In addition, provision was made for expediting and reordering points, described later.

To inform the purchasing department at the time expediting or reordering of a part or item is necessary, a ticket was designed (Fig. 2) and the figures reported are automatically calculated and printed as a by-product of the posting to the

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ledger card. The third and final form designed (Fig. 3) is a traveling requisition that is given to the purchasing department with the ticket.

The need for clerical specialists to keep perpetual inventory records no longer exists because our inventory stock ledger cards are filed in strict alphabetical order. Individual withdrawal tickets are issued by the operating department requiring the stock, and permit only one item to each requisition. Also, only one item is reported on each receiving report. At the end of each day, records of orders placed, orders withdrawn from stock and merchandise received are forwarded to the machine accounting section and these papers are stuffed into the inventory ledger trays.

When merchandise received, withdrawals from our stockrooms and orders placed are posted by the machine operator, the following information is automatically developed by the machines:

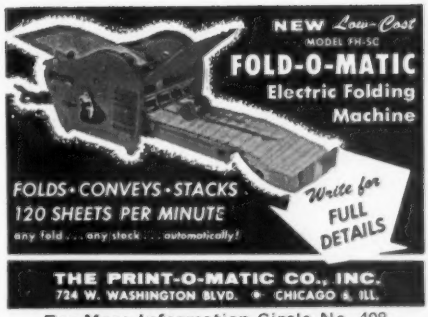
1. *The Usage* of the item for the month to date. This figure is a continuous and cumulative addition of all withdrawals from stock for the entire month.

2. *Balance on Order* which represents unshipped quantities placed with our suppliers for immediate release, less receipts of merchandise against such orders.

3. *Suspense Balance on Order* which represents quantities ordered for future releases.

4. *Balance on Hand* which represents cumulative balance of receipts, less withdrawals.

All pickup totals are proved by a "scramble proof." This provides a control of proper posting since the part



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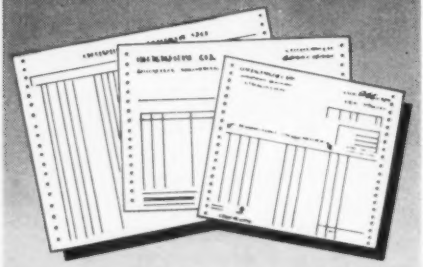

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number becomes a part of the proof total. If a ticket is applied to a ledger card incorrectly, the machine operator will be unable to arrive at a zero proof, and the part number printed on the ledger card will differ from the card heading. The machine operator posting a record from a source document, puts the part number directly into the machine; then, picks up the previous scramble proof total and balances to date. The bookkeeping machine automatically proves the accuracy of the pickups. After current orders, receipts or withdrawals have been posted to the individual stock ledger card, the operator inserts the re-order and follow-up points shown on the ledger card.

The bookkeeping machine, through a series of computations, automatically advises the operator whether any item requires a requisition ticket. The machine compares the re-order point with the combination of the balance on hand and the balance on order. If the combination of the balance on hand and on order are less than the re-order point (or the balance on hand, without regard to the balance on order, is less than the follow-up point) the machine carriage opens to permit the operator to insert a requisition ticket and type the part description. Then the machine automatically prints the following information:

1. Number of pieces used for the month to date.
2. The balance on order for immediate release.
3. Balance on order for future release.
4. Balance on hand.
5. Re-order level.

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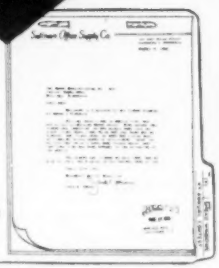

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Bookkeeping machine installation at Caloric Appliance Corp., Topton, Pa.

6. Follow-up level.
7. Number of units below re-order level.
8. Number of units below follow-up level.

If, however, all balances are above the re-order or follow-up level, the machine returns to its starting position for the next posting. Where the requisition ticket is prepared, the operator removes from the ledger tray the traveling requisition form (Fig. 3) which is forwarded with the prepared requisition ticket to the purchasing department.

Requisition tickets, together with traveling requisitions, are divided into

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two categories: those requiring follow-up which go to the expediter in the purchasing department, and those requiring re-order. The director of purchasing need never be concerned with follow-up since the merchandise is already on order and merely requires the expediter's attention. Tickets showing a below re-order level are brought to his attention.

The traveling requisition gives the purchasing director a complete history of the monthly usage of the particular item, the vendors from whom he has purchased such items in the past, a history of past purchases made and the length of time that it has taken to get these items replenished. The historical monthly usage section of this record is maintained by the accounting department which transfers the total of the monthly usage column at the end of each month from the stock ledger card.

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operator can post to the ledger cards and any clerk is able to prepare the work for the machine operators by stuffing the trays. This automatic process provides speedy and complete posting, enabling machine operators to average better than one complete posting, including preparation of the requisition ticket, every 35 seconds. The perpetual inventory has been received with enthusiasm by all individuals who must depend on the information developed by the machine accounting division.

Inasmuch as the prerequisite for the working of this system depends entirely on having all inventory information up to date, the purchasing department has been able to reduce its inventories since it is continuously and promptly advised of any item which has had activity and knows when the stock level is below the re-order or follow-up level. Our accounting department can better inform the purchasing department of inventory status by submitting to them a trial balance of all inventory items. The controller's staff is more closely informed as to the proper correlation of quantities on hand with quantities used because the historical usage information must be in relationship with the re-order quantities established by the purchasing department. Accounting-wise, it is also possible to frequently check dollar fluctuations in inventory by multiplying the quantities on hand with the prices shown on the traveling requisition. This procedure works equally well on all controllable inventory items, such as raw materials, purchased parts, finished goods and maintenance supplies. Caloric uses different color ledger cards for each separate category.

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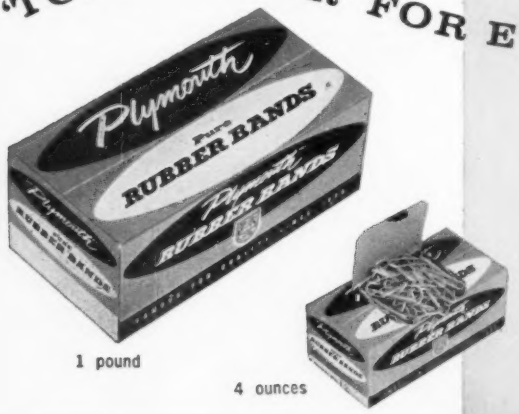

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National Secretaries Assn., Leamington Hotel, Minneapolis, July 16-20.

National Society of Public Accountants, Deauville Hotel, Miami Beach, Aug. 18-22.

American Bankers Assn., Chicago, Sept. 21-24.

Life Office Management Assn., Chalfonte-Haddon Hall, Atlantic City, Sept. 22-24.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Sept. 27-Oct. 1.

National Business Forms Associates, Arlington Hotel, Hot Springs National Park, Ark., Sept. 28-Oct. 2.

National Institute of Governmental Purchasing, Statler Hotel, Boston, Oct. 5-8.

American Institute of Certified Public Accountants, Statler & Cadillac Hotels, Detroit, Oct. 11-16.

Systems & Procedures Assn. of America, Penn-Sheraton Hotel, Pittsburgh, Oct. 13-15.

Controllers Institute of America, Chalfonte-Haddon Hall, Atlantic City, Oct. 19-22.

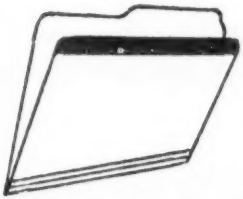
National Business Show, Coliseum, New York, Oct. 20-24.

American Records Management Assn., Essex House, New York, Oct. 24-25.

National Assn. of Bank Auditors & Controllers, Statler-Hilton Hotel, Dallas, Nov. 3-5.

Federal Government Accountants Assn., Shoreham Hotel, Washington, D.C., Nov. 17-18.

Society of Reproduction Engineers, Chicago, Dec. 14-16.



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For More Information Circle No. 298

As We See It...

The coffee break has come under attack. Reader correspondence contains increasing criticism of this custom, which until the recession was regarded as an accepted nuisance. Recent news items have cited examples of its curtailment in varying forms.

Essentially the subject comes down to a few fundamental questions. Is the morale value of the coffee break greater than the time lost? Is the time actually lost or are people more efficient after 10 or 15 (20 or 25) minutes intermission and relaxation? Is the break generally abused or do specific instances receive exceptional publicity? Can the use of improved equipment, such as the modern vending machines pictured on the front cover of this issue, office cafeterias, delivery or in-plant services control abuses and save costly time? Finally, as a considerable group obviously thinks, if good management and common sense have been violated, has not the practice become too well established to root out or alter radically in the democratic economics of our business world?

We believe that short of a national catastrophe the coffee break will continue. Management should strive to correct the deficiencies, keep the break within reasonable time limits and have the courage to take corrective action when necessary. On this last point, most executives do not score well.

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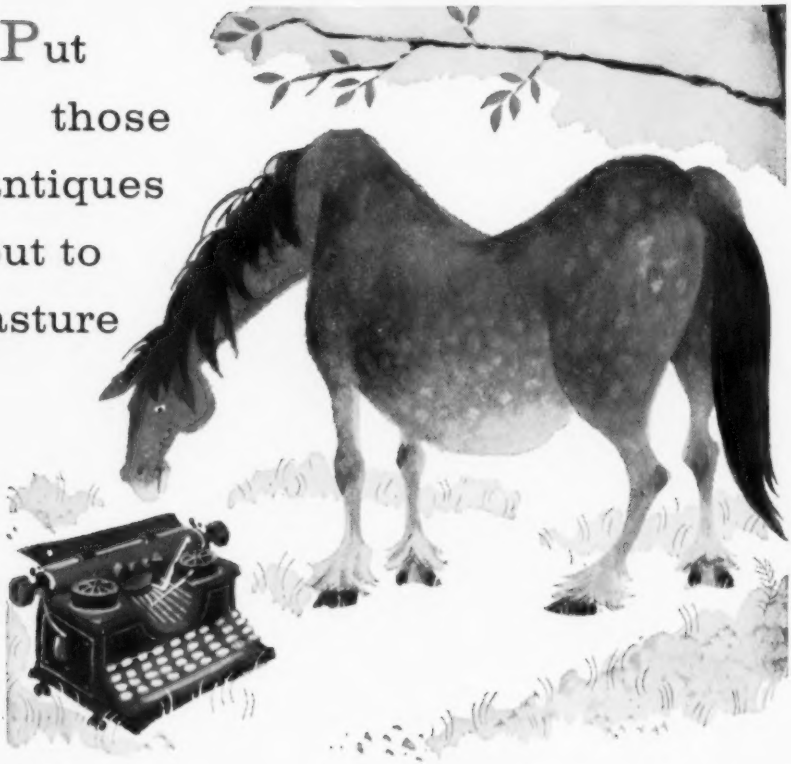

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